


From: Mabry, Brian - FSIS
Sent: Friday, August 03, 2012 5:43 PM
To: FSIS - OPACE/CPA
Cc: FSIS - OPACE/Managers
Subject: CPAO Weekly Report - August 3, 2012

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
August 3, 2012**

EXPECTED MEDIA

No new stories in the immediate pipeline. For the past two weeks, CPAO's Interstate Shipping Rollout Communications Team assisted the Office of the Deputy Secretary, OC, OCR and Rural Development. The team developed a communications plan, press release, talking points, case studies and other materials in preparation for Deputy Secretary Merrigan's proposed trip to Ohio on 08/09/12. It is

(b) (5)



CONGRESSIONAL ISSUES

- CPAO resolved two inquiries of note: **Sen. Coats staff** seeking information about exporting bison jerky to Japan, which was resolved with information from USDA's Foreign Agricultural Service office in Tokyo.

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STAKEHOLDER MEETINGS

- **Consumer Meeting: Cooking Temperatures on Labels – August 8, 3 p.m.** (tentative)

UPCOMING SPEECHES

- **September 5** – Almanza will speak at the International Meat Expo in Ottawa, Ontario, Canada.

FACES OF FOOD SAFETY

- Profile about SCSi Michelle Cox is being cleared and may be posted next week.

WEB SERVICES

- Prepared and published content in support of this week's news releases (Microbial Risk Assessment Guideline, At-Risk Food Safety Guides)
- New humane handling enforcement action letters published on August 2.
- Righnow/Oracle presentation on Best Practices for askFSIS knowledgebase held this week with OPPD managers and office knowledgebase leads. Future meetings to be held

with office knowledgebase leads to develop a complete incident and FAQ management strategy for AskFSIS.

PHIS

- Reviewed user notice on release of 23 reports
- Will send user notice announcing reports to All FSIS Employees on 8/3
- Will publish announcement of reports in News & Notes on 8/3

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CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
April 20, 2012

EXPECTED MEDIA

- During the week of April 16, CPAO worked closely with OC on inquiries related to the Poultry Inspection Modernization Rule and the HIMP Project. On April 18, FSIS Administrator Al Almanza was interviewed on the Poultry Inspection Modernization Rule by Jim Avila for a segment that aired on “ABC World News with Diane Sawyer” that evening.

CONGRESSIONAL ISSUES

- FSIS’ Congressional and Public Affairs Office (CPAO) has received a request from staff members to Sen. Gillibrand (D-NY) to visit a poultry slaughter house operating under the HIMP demonstration program. A similar request was received previously from staff members with the Senate Appropriations Committee (as well as, internally, OBPA and OMB staff members). Similarly, consideration is being given to offer such a tour to the Senate Health, Education, Labor and Pensions Committee staff members. CPAO will work on arranging such tours as soon as the appropriate days are established by the requesters.

STAKEHOLDER MEETINGS

- **Monthly Consumer Meeting – April 26** (tentative)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.
- **Stakeholder Listening Session: Releasing Establishment-Specific Data**
 - Industry groups – April 30, 9 a.m.
 - Consumer groups – May 2, 1 p.m.

UPCOMING SPEECHES

- **May 1** – Almanza will speak to the American Meat Institute in Dallas, Texas.
- **May 1** – Ronholm will speak to the Federal Asian Pacific American Council in Atlanta, Ga.
- **May 7** – Ronholm will speak at the Codex Committee on Residues of Veterinary Drugs in Foods in Puerto Rico.

BLOGS

A USDA blog about the Modernization of Poultry Slaughter Inspection proposed rule is expected to be posted soon. It will also be cross promoted on the Administrator's Blog.

WEB SERVICES

- WSS published CU alert to public site, as well as the USDA blog entry on Extending the Public Comment Period for USDA's Proposal to Modernize Poultry Slaughter. WSS also put together a collection page that houses all information on the proposal to modernize poultry slaughter.
- Interviews of applicants, who are interested in joining FSIS WSS, are being set up for next week.
- WSS with Elizabeth's help, posted 4 quarterly reports of humane handling activities and streamlined the index pages for easier scanning. Thanks Elizabeth!

PHIS COMMUNICATIONS

- Nothing new to report

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
April 27, 2012

EXPECTED MEDIA

- During the week of April 23, CPAO worked closely with OC to address inquiries related to new BSE detection and the poultry slaughter modernization proposed rule.

CONGRESSIONAL ISSUES

- On April 26 – The **Senate Agriculture Committee (Stabenow, D-MI)** held a hearing to markup the 2012 Farm Bill. Amendments having an impact on FSIS include one by **Sen. Gillibrand (D-NY)** regarding traceback procedures to control *E.Coli* O157:H7 and one by **Sen. Baucus (D-MT)** removing catfish from FSIS jurisdiction. (b) (5)
[REDACTED]
- On April 26 – The **Senate Agriculture Appropriations Subcommittee (Kohl, D-WI)** held a hearing to markup the FY13 agriculture budget.
- On April 30 – Deputy Administrator Phil Derfler will join colleagues from USDA's Animal and Plant Inspection Service (APHIS) and the Foreign Agricultural Service (FAS) to provide briefings on BSE with staff from the **House Agriculture Committee (Lucas, R-OK)** and the **Senate Agriculture Committee (Stabenow, D-MI)**.
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STAKEHOLDER MEETINGS

- **Stakeholder Listening Session: Releasing Establishment-Specific Data**
 - Industry groups – April 30, 9 a.m.
 - Consumer groups – May 2, 1 p.m.

UPCOMING SPEECHES

- **May 1** – Almanza will speak to the American Meat Institute in Dallas, Texas.
- **May 1** – Ronholm will speak to the Federal Asian Pacific American Council in Atlanta, GA.
- **May 7** – Ronholm will speak at the Codex Committee on Residues of Veterinary Drugs in Foods in Puerto Rico.

- **May 17** – Ronholm will speak to the National Meat Association in Washington, DC.

BLOGS

- A USDA 150th anniversary blog has been prepared and is expected to be posted soon on the USDA blog.

WEB SERVICES

- Interviews are underway to fill two positions for WSS. Certs are due back by May 11.
- Ad Council toolkit refresher training will take place, with the purpose of FSIS being able to update the toolkits as needed. Training took place last year but additional FSIS employees are being added to assist with the updating.
- WSS attended Drupal demo. Drupal is an open source content management system.

PHIS COMMUNICATIONS

- Drafted and published blurb in Wednesday Newsline this week announcing PHIS import training
- Drafted and published article in News & Notes this Friday announcing PHIS import training
- Drafted and published article in Constituent Update this Friday about import letters and information available on the web
- Reviewing and clearing import establishment letter
- Scheduling conference calls for next week with CFIA stakeholders and the NCBFAA

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
April 6, 2012

EXPECTED MEDIA

- During the week of April 2, OPACE continued to work closely with OC on LFTB-related labeling inquiries. FSIS also managed several media inquiries regarding the Agency's poultry slaughter modernization proposed rule following a protest held outside USDA headquarters on April 2.

CONGRESSIONAL ISSUES

- On Thursday, April 5 –Several FSIS officials participated in a briefing with majority staff members from the Senate Agriculture and Health Education, Labor and Pensions Committees regarding line speeds and poultry slaughter rule.
- CPAO has developed responses to Questions for the Record from Reps. Kingston (R-GA) and Lummis (R-WY) following the House Agriculture Appropriations Subcommittee hearing on the President's FY 2013 budget for FSIS. (b) (5)

(b) (5)

STAKEHOLDER MEETINGS

- **Monthly Consumer Meeting – April 16**
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.
- **Monthly Industry Meeting – April 19**
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.
- **Stakeholder Listening Session: Releasing Establishment-Specific Data**
 - Industry groups – April 30, 9 a.m. (tentative)
 - Consumer groups – May 2, 1 p.m. (tentative)

UPCOMING SPEECHES

- **April 19** – Hagen will speak at the Food Safety Summit in Washington, DC.

WEB SERVICES

- Published highlighted food safety "how-to's" and an educational video to prevent food poisoning when enjoying Easter eggs, brisket, and ham.
- Humane Handling Reports have been posted as well as new and updated Suspension letters.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
August 10, 2012

EXPECTED MEDIA

- During the week of 08/06/12, CPAO's Interstate Shipping Rollout Communications Team assisted the Office of the Deputy Secretary, OC, OCR and Rural Development. The team developed a communications plan, press release, talking points, case studies and other materials in preparation for Deputy Secretary Merrigan's trip to Ohio on 08/09/12. As part of that trip, the Deputy Secretary announced that Ohio will be the first state in the nation to allow small and very small state-inspected establishments to ship meat and poultry products across state lines as part of a cooperative state inspection program agreed upon by the state and USDA.

CONGRESSIONAL ISSUES

- On August 15 or 16 – FSIS' Congressional Affairs and Public Affairs Office (CPAO) is coordinating a meeting between district personnel, the owner of a regulated establishment and the office of **Rep. Tiberi (R-OH)**. The meeting is to discuss corrective actions originating from a routine Food Safety Assessment. Congressman Tiberi and an FSIS official will be in attendance.
- On Thursday, August 9 – FSIS's Congressional and Public Affairs Office (CPAO) hosted a conference call with officials from the FSIS, the US Trade Representative, staff members with **Sen. Vitter (R-LA)** and **Rep. Scalise (R-LA)**, and a representative from New Orleans Cold Storage about issues the facility is having exporting product to Russia and its Customs Union.
- CPAO worked with OSEC to write a USDA press release, blog and tweets for publication today about Ohio's entry into the cooperative interstate shipment program.

STAKEHOLDER MEETINGS

- Consumer meetings will be held August 15; 10-11 a.m., with OFS and 11:15 a.m.-12:15 p.m., with OA. Industry meetings will be held on August 16; 10-11 a.m., with OFS, followed by OA from 11:15 a.m.-12:15 p.m.
- Special industry meeting: Cooking Temps on Safe Food Handling Labels, August 28, 1-2 p.m.

UPCOMING SPEECHES

- **September 5** – Almanza will speak at the International Meat Expo in Ottawa, Ontario, Canada.

WEB SERVICES

- Interviews for the two WSS positions are wrapping up and next steps will be taken.
- WSS will publish the biweekly E. coli update.
- Discussions continue with RightNow/Oracle for contract purposes and pending end of FY12.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
February 10, 2012

EXPECTED MEDIA

- FSIS managed media inquiries about the announcement of a delayed implementation date of the agency's action to eliminate non-O157 STECs from products in commerce. The delayed implementation should afford industry sufficient time to validate their test methods. Agency efforts produced positive media attention.

OTHER MEDIA ACTIVITIES:

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CONGRESSIONAL ISSUES

- On Feb. 8, the congressional staff worked with OCR and OFS to notify key Congressional staff on the extension of the proposed rule regarding STECs.

- (b) (5)

STAKEHOLDER MEETINGS

- **February 27 -- Monthly Industry Meeting** (tentative)
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.
- **February 29 -- Monthly Consumer Meeting**
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.

UPCOMING SPEECHES

- **Feb. 16** -- Administrator Almanza speaks to the National Meat Association's U.S. Meat Export Federation's Exporter Committee in Tucson, Ariz.
- **Feb. 23** -- Administrator Almanza will speak to the Mexican Meat Council in Cancun, Mexico.

BLOGS

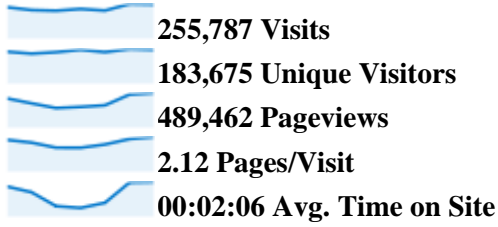
- An Administrator's Blog on the agency's consolidation is in clearance.
- An Administrator's Blog on Black History Month is being drafted.

WEB SERVICES

- Work on the Strategic Plan dashboard is nearly complete. Additional testing is underway.
- The annual review of the Privacy Threshold Analysis (PTA), an exercise to determine if any PII information is included in activities supported by Web Services, is under way.
- To begin the process of getting elements of the new look and feel of the intranet to OCIO, per Janet Steven's request to use the new InsideFSIS templates, the style sheets and guide as well as relative files have been placed on a shared drive so OCIO may access when needed.

Web Stats

Jan. 25, 2011 to Jan. 31, 2012



PHIS COMMUNICATIONS

- The PHIS Industry Pilot started on Monday, Feb.6 and will last until March 16
- Industry users identified an issue when responding to NRs. A fix was deployed the evening of Feb. 8. We notified industry users of this fix and that it would require PHIS to shut down for one hour.
- We followed up with industry users who had not yet accepted their invitation key and logged into PHIS to make sure they were not experiencing any difficulties. We encouraged them to login as soon as possible.
- We attended the first meeting of the PHIS Management Committee. Represented OPACE.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
February 17, 2012

CPAO staffed 2 recalls (on Wednesday and Thursday) so far this week.

EXPECTED MEDIA

- FSIS assisted OC and OSEC on a USDA on the Record statement and brief Q&A on the safety of the U.S. food supply in anticipation of an EPA dioxin recommended dose announcement expected shortly.

OTHER MEDIA ACTIVITIES:

- (b) (5) [REDACTED]

CONGRESSIONAL ISSUES

- Representatives from FSIS's Budget Office, CPAO and the Deputy Administrator met with Senate Appropriations Committee staff members regarding the Administration's FY 2013 budget request on Wednesday, February 15. A similar meeting will occur with House Agriculture Appropriations Subcommittee staff on February 24.
- On Thursday, February 16 – CPAO followed up with staff members to Reps. Costa (D-CA), Cardoza (D-CA), and Kissell (D-NC) regarding questions surrounding the Agency's announced new policy on non-O157 STECs. These questions parallel questions recently received by the Agency from the American Meat Institute (AMI).
- On Tuesday, February 21 – Representatives from FSIS, FDA and CDC will hold a conference call briefing with staff members from the Senate Agriculture Appropriations Committee regarding the Interagency Food Safety Analytics Collaboration (IFSAC) and its collaborative efforts related to attribution.
- On Thursday, March 8 – The House Agriculture Appropriations Subcommittee (Rep. Kingston, R-GA) will hold a hearing on the Administration's proposed budget for FY 2013, with Under Secretary Hagen testifying.
- There is an outstanding request for a poultry slaughterhouse tour for staff members from the Senate Appropriations Committee and staff members to Sen. Gillibrand (D-NY). CPAO is working to schedule that tour.
- There is an outstanding request for a briefing for Senate Appropriations Committee staff members regarding the recently-announced policy on non-O157 STECs. CPAO is working to schedule the briefing.
- (b) (5) [REDACTED]

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STAKEHOLDER MEETINGS

- **February 29 -- Monthly Consumer Meeting**
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.
- **Monthly Industry Meeting** – Is being rescheduled.

UPCOMING SPEECHES

- **February 23** – Almanza will speak to the Mexican Meat Council in Cancun, Mexico.
- **March 7** – Almanza will speak at the University of Georgia's Food Safety Meeting in Athens, GA.
- **March 8** – Almanza will speak to the Beef Industry Food Safety Council in Tampa, FL.

BLOGS

- An Administrator's Blog on the agency's consolidation is being cleared.
- An Administrator's Blog on the February's Faces of Food Safety employee, Jeremy "Todd" Reed, is being prepared.

INITIATIVES

- Faces of Food Safety has been posted and will be included in N&N, CU and on Facebook.

WEB SERVICES

- Preparing an outline of steps to set up AskInsideFSIS for questions and answers as it relates to the consolidation of the designated district offices.
- Strategic Plan dashboard is nearly complete. Additional testing is underway, and FSIS awaits additional information from the owner of the project on names of employees that will need the ability to update the plan.

PHIS COMMUNICATIONS

- E-mailed industry pilot participants some Q&A's that were received. As more come in, CPAO will address them and e-mail responses to the group.
- Followed up with a couple participants (establishments) of the industry pilot who have not logged in yet to make sure they are not having any issues doing so.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
February 24, 2012

EXPECTED MEDIA

- On March 17, the Food Safety Discovery Zone will attend the B'More Healthy Expo in Baltimore. The event is sponsored by Baltimore Fox 45 TV station and will be covered by three local television stations. On March 13, Dr. Hagen will participate in a live cooking demo on Fox 45's morning show, focusing on the four key food safety behaviors and promoting the Food Safe Families campaign. Additionally, the station will interview Dr. Hagen during the 9-10 a.m. news hour as a lead up to the weekend's events.

OTHER MEDIA ACTIVITIES:

- CPAO is drafting a communications rollout strategy in anticipation of Agency HACCP validation announcements slated for publication in the *Federal Register* in March or April. CPAO is also meeting with OPHS shortly to begin mapping out a communications rollout strategy for a microbial risk assessment product being jointly developed by FSIS and EPA; that product is slated to be rolled out in May.

CONGRESSIONAL ISSUES

- The congressional staff is continuing its work to assure that Dr. Hagen's March 8th House Agriculture Appropriations hearing is a success. Dr. Hagen's and Administrator Almanza's testimony were delivered to OBPA on the morning of Wednesday, Feb. 22; and we are now working cooperatively with OCR and Budget to have hearing prep sessions in the coming weeks.
- The congressional staff took the lead to develop a consolidated analysis (with APHIS and AMS) of HR 3798, which deals with humane handling issues at egg hatcheries, for OSEC.
- The 180-day report to Congress on Chinese poultry was delivered to Capitol Hill on Wednesday, Feb. 22. The annual Ag Outlook Forum began on Thursday, February 23, 2012, and included a session developed by the congressional staff on Salmonella issues.

STAKEHOLDER MEETINGS

- **Monthly Industry Meeting**
 - **February 27** – Office of the Under Secretary, 2 to 3 p.m.
 - **March 1** – Office of the Administrator, 1 to 2 p.m.
- **Monthly Consumer Meeting – February 29**
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.

UPCOMING SPEECHES

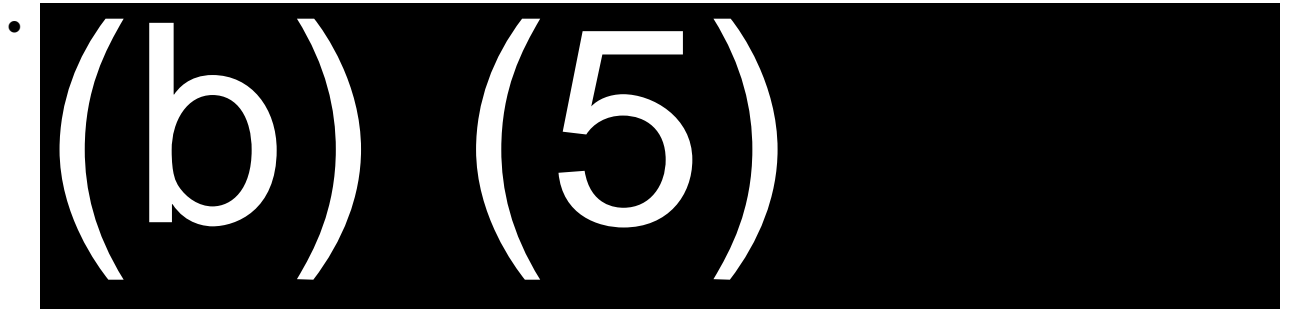
- **March 6** – Derfler will speak at the University of Georgia’s Food Safety Meeting in Athens, GA.
- **March 8** – Almanza will speak to the Beef Industry Food Safety Council in Tampa, FL.

BLOGS

- An Administrator’s Blog on the agency’s consolidation, PHIS and poultry slaughter is being cleared.
- An Administrator’s Blog on the February’s Faces of Food Safety employee, Jeremy “Todd” Reed, is being prepared.

WEB SERVICES

- Working with ECIMS and OFO, WSS planned and developed a web page that will house official notifications of enforcement actions, restarts and closeout warnings when establishment have demonstrated regulatory compliance with relation to the Humane Methods of Slaughter Act. First posting is targeted for February 28.



PHIS COMMUNICATIONS

- Kept industry pilot participants informed about PHIS connectivity issues.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
February 3, 2012

EXPECTED MEDIA

- FSIS issued a release Wednesday promoting food safety tips for Super Bowl parties.
- FSIS managed media inquiries regarding a beef product treated with ammonia gas (called “pink slime” by chef Jamie Oliver) to control pathogens, following an announcement by McDonald’s that the fast food chain was discontinuing use of the product.

CONGRESSIONAL ISSUES

- The congressional staff is preparing for the FY13 appropriations hearings, developing the briefing books and working with OBPA on the Secretary’s talking points and issue papers. (b) (5)

- (b) (5)

STAKEHOLDER MEETINGS

- **February 8 (10 a.m.) – Dallas District Employees Town Hall Meeting**
- **February 27 – Monthly Industry Meeting** (tentative)
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.
- **February 29 – Monthly Consumer Meeting** (tentative)
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.

UPCOMING SPEECHES

- **February 7** – Almanza will speak at the Southwest Meat Association annual meeting in Arlington, Texas.
- **February 16** – Almanza will speak to the National Meat Association’s U.S. Meat Export Federation’s Exporter Committee in Tucson, Ariz.

WEB SERVICES

- Work on the Strategic Plan dashboard is nearly complete, awaiting additional information on names of employees that will need the ability to update the plan.
- Work toward a ‘Federal Mobility Strategy’ continues. OMB, after reviewing early drafts, has stated the working group is on target. Also, FSIS has been asked to join the USDA mobile community, as operated by OCIO.
- The Department of Homeland Security (DHS) is leading an initiative to develop a Mobile Security Reference Architecture. (b) (5)

WSS and FSIS OCIO are included for the discussion set for February 7.

PHIS COMMUNICATIONS

- Hosted PHIS Industry Pilot webinar on Jan. 30
- Arranged for an industry representative to test entry to the system on Jan. 31
- Invitation Key Letter and User Guide were mailed out on Feb. 2
- Pilot will launch on Feb. 6. Will send out a reminder Monday morning

Congressional & Public Affairs
Weekly Activity Report
January 13, 2012

EXPECTED MEDIA

- FSIS successfully managed media inquiries regarding the recent recall of ground beef sold at Hannaford stores in New England states. FSIS' investigation is ongoing. FSIS is working on answering one reporter's outstanding questions, but no new inquiries came in about this topic last week.
- Per USDA's request, media inquiries that FSIS received pertaining to the Blueprint for Stronger Service, and the associated plan to close several FSIS district offices, were directed to the Department's Office of Communications.

CONGRESSIONAL ISSUES

- On Tuesday, January 17 – FSIS will brief Senate Agriculture Committee majority staff on humane handling procedures in advance of issuing the related Report to Congress requested by the Committee in its report accompanying the FY 2012 agriculture appropriations bill.
- TBD – FSIS' Congressional and Public Affairs Office (CPAO) is prepared to host a conference call for stakeholders on Capitol Hill as part of the poultry slaughter proposed rule roll-out when it occurs.
- On Monday, January 9 – FSIS Congressional and Public Affairs Office (CPAO) received an inquiry from the office of Sen. Collins (R-ME) regarding the Hannaford recall investigation. CPAO provided the appropriate background information.
- On Wednesday, January 11 – FSIS' Minneapolis District Office received a request for information from the office of Sen. Klobachar (D-MN) regarding an establishment in Minnesota seeking the right to custom-slaughter equine.

STAKEHOLDER MEETINGS

- **January 19 - Monthly Consumer Meeting** (rescheduled from Jan. 9)
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.
- **January 31 – Interagency Food Safety Analytics Collaboration Public Meeting**
 1. Time: 8:30 a.m.–4:00 p.m.
 2. Location has been changed to the Jefferson Auditorium.
 3. FSIS is taking the lead on this joint meeting with FDA and CDC.
 4. To date, 195 people have registered.

UPCOMING SPEECHES

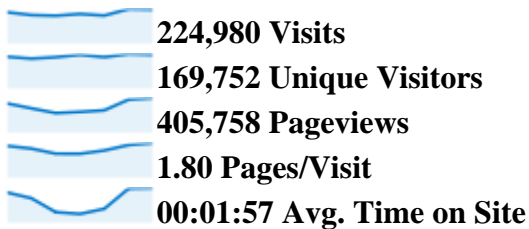
- **January 25** – Hagen or Ronholm will speak to the Food and Drug Law Institute in Washington, DC.

WEB SERVICES

- Certification and Accreditation System Owner Roles and Responsibilities Briefing and Presentation was attended by Kim. The presentation focused on understanding the System Owners Roles and Responsibilities that are audited by annual OIG FISMA reviews.
- Data Warehouse IPT Kick Off Meeting is January 17, 2012. (b) (5)
- Discussion was held to begin the process of getting elements of the new look and feel of the intranet to OCIO, per Janet Steven's request to use the new InsideFSIS templates, and have the same look and feel for SharePoint 2007. Additional follow up is needed.

Web Stats

Jan. 5, 2011 to Jan. 11, 2012



PHIS COMMUNICATIONS

- CPAO is working with the PHIS checkpoints team, as well as industry representatives to prepare for the launch of an upcoming PHIS industry pilot.
- CPAO has drafted a user guide for industry use once the pilot begins.
- CPAO has drafted letters to industry participants introducing the pilot and instructing them on the use of the invitation key

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
January 20, 2012**

All elements of CPAO supported today's announcement of the New Poultry Slaughter Inspection System, including coordinating web postings with the Department for the public site and InsideFSIS, calls with the Safe Food Council and with Industry, a Town Hall phone call with employees, a telephone briefing for key Congressional staff, and a press call by Secretary Vilsack and Undersecretary Hagen.

EXPECTED MEDIA

- FSIS will continue to push regional coverage for the New Poultry Slaughter Inspection System in areas where there is significant poultry production or facilities.
- FSIS is working with the Department to clear language, including quotes from Secretary Vilsack, for an EPA-FDA-USDA joint press release announcing a new (b) (4) (b) (5).
- On January 19, FSIS provided the *Albany Times-Union* with a statement on background in response to an inquiry on the Albany District Office closure.

CONGRESSIONAL ISSUES

- As a part of the poultry slaughter rule announcement, the congressional staff coordinated conference calls with key stakeholders on Capitol Hill.
- CPAO is working with OIA to arrange a conference call with staff to Sen. Johanns (R-NE) regarding beef exports to Japan in light of several delistments that have occurred.
- CPAO continues to work with the Maine delegation regarding the Hannaford beef recall.

STAKEHOLDER MEETINGS

- **January 23 - Monthly Consumer Meeting** (rescheduled from Jan. 19)
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.
- **January 24 – Athens Lab All-Employee Town Hall Meeting with Dr. Hagen**
 1. Athens, GA, 3:30 p.m.
- **January 31 – Interagency Food Safety Analytics Collaboration Public Meeting**
 1. Time: 8:30 a.m.–4:00 p.m.
 2. Location has been changed to the Jefferson Auditorium.
 3. FSIS is lead on this joint meeting with FDA and CDC.
 4. To date, 205 people have registered.

UPCOMING SPEECHES

- **January 24** (3:30 p.m.) – Undersecretary Hagen will speak Athens Lab employees at their All-Employee Town Hall Meeting in Athens, GA.
- **January 25 – The International Poultry Expo in Atlanta, GA**
 1. (8:30 a.m.) Undersecretary Hagen speaks at the Pre-Harvest session.
 2. (10:40 a.m.) Undersecretary Hagen speaks at the Executive Conference.
- **January 25** (12:15 p.m.) – Deputy Administrator Derfler speaks to the Food and Drug Law Institute in Washington, DC.

WEB SERVICES

- Federal Mobility Strategy will reconvene, on January 26, the mGov task force to begin working out the strategy in greater detail. (b) (5)

All OPACE staff are invited to take part in the national dialogue on Mobile Strategy through January 21.

<http://mobility-strategy.ideascale.com>

- The Department of Homeland Security (DHS) is leading an initiative to develop a Mobile Security Reference Architecture. (b) (5)
WSS has reached out to OCIO to include security experts for the discussion. (b) (5)
- Data Warehouse IPT Kick Off Meeting was held January 17, 2012. The FSIS OCIO has entered into a contract with FEI Corporation to gather data requirements for the development of a true Data Warehouse (DW), and will use an Integrated Process Team (IPT) established by the CIO to gather user requirements. Future input may be sought from OPACE as it relates to the data warehouse and requirements. Kim Taylor and Linda Eckrich are representing OPACE.

PHIS COMMUNICATIONS

- E-mailed participants of the Industry Pilot to ensure they have eAuth level 2 access
- Preparing to send out training invitation to participants
- Finalizing the industry user guide

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
January 27, 2012**

EXPECTED MEDIA

- FSIS managed media inquiries following the announcement of a proposal to modernize the food safety inspection process at poultry slaughter establishments nationwide. The announcement was made on Friday, Jan. 20, and media outlets continue to cover the announcement.
- FSIS officials on Friday briefed reporters in Maine who continue to follow the ground beef recall from Maine-headquartered Hannaford supermarkets. Officials informed the reporters that our investigation is unlikely to yield more definitive information about the source of the contaminated ground beef absent new illness cases.
- (b) (5)
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CONGRESSIONAL ISSUES

- On Friday, January 27 – FSIS’ Congressional and Public Affairs Office (CPAO) briefed members of the Maine congressional delegation in advance of a possible briefing for the media to follow-up on continued interest in the Hannaford recall from December 2011.
- On Wednesday, January 25 – FSIS’ Congressional and Public Affairs Office (CPAO) coordinated a conference call with a staff member from the Office of Sen. Johanns (R-NE) regarding issues surrounding the delistment by Japan of several Nebraska-based beef slaughter facilities, and the process FSIS follows generally when a plant is delisted for export to Japan.
- On Monday, January 23 – FSIS’ Congressional and Public Affairs Office (CPAO) received a request from USDA’s Office of Budget and Program Analysis (OBPA) to provide FSIS-relevant issue papers in preparation of FY 2013 appropriations. CPAO drafted, cleared and provided the requested issue papers within 1 hour of today’s noon deadline.

STAKEHOLDER MEETINGS

January 31 – Interagency Food Safety Analytics Collaboration Public Meeting

- Time: 8:30 a.m.–4:00 p.m.
- Location has been changed to the Jefferson Auditorium.
- FSIS is taking the lead on this joint meeting with FDA and CDC.
- Pre-registration closed on Jan. 25; 235 participants have pre-registered; 11 have signed up to make public comments.

UPCOMING SPEECHES

February 7 –FSIS Administrator Almanza speaks at the Southwest Meat Association annual meeting in Arlington, Texas.

WEB SERVICES

- Federal Mobility Strategy reconvened, on January 26, the mGov task force to begin working out the strategy in greater detail. (b) (5)
- (b) (5)
- WSS will be reviewing IBM’s web content management system, no date has been set.

PHIS COMMUNICATIONS

- Sent official e-mails to industry pilot participants notifying them of the webinar and pilot launch
- Reviewed industry webinar presentation and prepared agenda
- Reviewed industry user guide
- Contacted one industry participant to conduct a test on accessing the system before the launch.

**Congressional & Public Affairs
Weekly Activity Report
January 6, 2012**

EXPECTED MEDIA

- FSIS is managing media inquiries pertaining to a planned Matanza event in New Mexico, originally scheduled for late January. As a result of miscommunication, event organizers canceled the celebration. USDA worked with organizers and the event is back on, and USDA issued a statement Friday to highlight its coordination with local officials.
- FSIS is managing inquiries regarding the recent recall of ground beef sold at Hannaford stores in New England. FSIS' investigation is ongoing, but reporters continue to cover the recall and associated issues after CDC updates its illness outbreak data online and as the local member of Congress issues statements on the matter. Positive news coverage on Friday reflected the progress of FSIS' investigation into the illness outbreak. This issue will remain ongoing until FSIS' investigation concludes.

CONGRESSIONAL ISSUES

- On Friday, January 6 – FSIS' Congressional and Public Affairs Office (CPAO) held a conference call with Rep. Pingree (D-ME) and her staff to provide an update on the Hannaford recall investigation.
- On Wednesday, January 4 – FSIS' Office of Policy and Program Development (OPPD) briefed House Agriculture Committee minority staff on the Agency's non-O157 *E. coli* testing program. OPPD addressed minority staff concerns about testing accuracy, the beef trim baseline study, and how imports will be handled.

STAKEHOLDER MEETINGS

- **January 9 - Monthly Consumer Meeting**
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.
- **January 12 - Monthly Industry Meeting**
 1. Office of the Under Secretary, 2 to 3 p.m.
 2. Office of the Administrator, 3:15 to 4:15 p.m.
- **January 31 – Interagency Food Safety Analytics Collaboration Public Meeting**
 1. 8:30 a.m.–4:00 p.m. at the Jefferson Auditorium.
 2. FSIS is taking the lead on this joint meeting with FDA and CDC.
 3. To date, 122 people have registered.

UPCOMING SPEECHES

- **January 12** - Dr. Hagen will participate in a roundtable discussion at the Pennsylvania Farm Show in Harrisburg, Pa.
- **January 25** – Hagen or Ronholm will speak to the Food and Drug Law Institute in DC.

FACES OF FOOD SAFETY

- OPACE's Bridgette Keefe will be the next Face of Food Safety; her profile is being prepared.

WEB SERVICES

- IBM provided a demonstration of Websphere Application Server 8 (WAS8). WAS8 is an upgrade to our current environment hosted at NITC. One of the major advantages of WAS8 is the ability to serve our content in mobile format.
- WSS met with OCIO to determine a way to make use of the FSIS strategic plan dashboard--created in-house. The plan should be easy to update and access by a subset of employees and management council as well as OFS. In short, a simple webpage will be created on the intranet for the plan, with Allen Hepner providing files and guidance. Kim and Allen appeared before the EAB to brief members.

PHIS COMMUNICATIONS

- CPAO is working with the PHIS checkpoints team, as well as industry representatives to prepare for the launch of an upcoming PHIS industry pilot.
- CPAO is drafting a user guide for industry use once the pilot begins.
- CPAO issued a user notice on Thursday, Jan. 5, which announced the completion of the domestic implementation of PHIS.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
June 1, 2012

EXPECTED MEDIA

- During the week of May 29, CPAO worked with the OFS and OC on the Secretary's May 31 announcement and press release on non-O157 STECs testing being implemented starting June 4. CPAO also worked with CDC and FDA in preparation of the CDC's FoodNet teleconference call with reporters slated for June 5, and the joint release on FoodNet data slated for release the same day. CPAO also coordinated responses to an inquiry by Scripps-Howard on food safety and farmers markets.

CONGRESSIONAL ISSUES

- On Friday, June 1, there will be an entrance conference for a GAO investigation of FSIS' implementation of the state inspection programs for interstate shipment of meat and poultry products under the 2008 Farm Bill which a member of the congressional staff will attend.
- The congressional staff is coordinating tours of a poultry slaughter establishment operating under HIMP for majority and minority staff members with the Senate Agriculture Appropriations Subcommittee (Kohl, D-WI), Health, Education, Labor and Pensions Committee (Harkin, D-IA), and the Senate Agriculture Committee (Stabenow, D-MI), tentatively set for June 8 and July 2. A tour for staff members with the office of Sen. Gillibrand (D-NY) is also under consideration.
- CPAO has a pending request from a staff member to Rep. DeLauro (D-CT) for a briefing on the risk assessment associated with poultry slaughter modernization. CPAO is working to schedule an appropriate date for the briefing.
On Friday, May 25, CPAO received a request from the office of Sen. Carper (D-DE) regarding the current status of poultry slaughter modernization, for which we provided the appropriate information.
- On Wednesday, May 30, CPAO received a request from a staff member with the office of Sen. Gillibrand (D-NY) regarding the status of FSIS' plans to implement routine verification testing of non-O157 STECs on June 4, for which we provided the appropriate information.
- On Wednesday, May 30, CPAO received a request via the Animal and Plant Health Inspection Service (APHIS) from the Congressional Research Service (CRS) regarding a "raid" on a facility in California which processes raw milk products. After looking into the matter further, we determined that FSIS was not involved in the matter, and that press reports of Department of Agriculture involvement in the raid referenced the California Department of Agriculture.

STAKEHOLDER MEETINGS

- Nothing to report.

UPCOMING SPEECHES

- **June 4** – Hagen will speak to the Association of Food and Drug Officials in Providence, RI.
- **June 6** – Hagen will speak at the Trans Atlantic Consumer Dialogue annual meeting in Washington, DC.
- **June 19** – Hagen will speak at a FIRST LEGO League awards ceremony in Alexandria, VA.
- **June 19** – Bill Smith will speak to the International Association of Food Protection in Washington, DC.

UPCOMING PLANT TOURS/TOWN HALL MEETING

- **June 4** – Hagen is expected to do plant tours in Rhode Island.
- **June 5 and 6** – Almanza will conduct town hall meetings in San Diego and Diamond Bar, CA. These tours are being arranged by OA.

WEB SERVICES

- A new page was developed to house a new Summary Table of No-Objection Letters Issued by FSIS for Non-O157 STEC Test Methods – it's been sent back to OPPD for review/comment. It is expected to publish by Friday.
- Promotion of LSAS and seasonal food safety materials
- AskInsideFSIS configuration completed for new Topic "District Consolidation"

PHIS COMMUNICATIONS

- Drafted an article clarifying LSAS and PHIS enrollment. It will be published in this Friday's issue of Constituent Update.
- (b) (5) [REDACTED]
- Organizing a June 13th webinar on the PHIS import component for APHIS, FDA, CBP and EPA.

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
March 2, 2012**

CPAO has had one recall (Class III, involving sausage products mislabeled that contained MSG) so far this week.

EXPECTED MEDIA

- On March 17, the Food Safety Discovery Zone will attend the B'More Healthy Expo in Baltimore. The event is sponsored by Baltimore Fox 45 TV station and will be covered by three local television stations. On March 13, Dr. Hagen will participate in a live cooking demo on Fox 45's morning show, focusing on the four key food safety behaviors and promoting the Food Safe Families campaign. Additionally, the station will interview Dr. Hagen during the 9-10 a.m. news hour as a lead up to the weekend's events.
- FSIS worked with OC to arrange interviews and secure coverage by CNN, NBC and bloggers with WebMD, CBS Health Pop and MSN Fitbie for the Nutrition Labeling rollout; the nutrition labeling release was issued on Thursday.
- CPAO is drafting a response to a Dow Jones/Wall Street Journal inquiry on salmonella prevalence level in processed egg products.
- FSIS implemented Phase One of its state twitter feed launch on Thursday (March 1) with feeds in Alaska, Arizona, California, Colorado, Hawaii, Idaho, New Mexico, Nevada, Oregon, Utah and Washington. FSIS will launch feeds in the remaining 40 states and the District of Columbia by March 3, 2012.

CONGRESSIONAL ISSUES

- On Friday, February 24 – FSIS briefed the Senate Agriculture Appropriations Subcommittee staff on non-O157 Shiga-toxin producing *E. coli*.
- On Thursday, March 8 – The House Agriculture Appropriations Subcommittee (Rep. Kingston, R-GA) will hold a hearing on the Administration's FY 2013 budget request for FSIS, with Under Secretary Hagen testifying.

STAKEHOLDER MEETINGS

- Nothing to report.

UPCOMING SPEECHES

- **March 6** – Derfler will speak at the University of Georgia's Food Safety Meeting in Athens, GA.

- **March 8** – Almanza will speak to the Beef Industry Food Safety Council in Tampa, FL.
- **March 19** – Almanza will speak to the Hispanic Association of Colleges and Universities in Washington, DC.

BLOGS

- The USDA blog on Jeremy “Todd” Reed, the current Face of Food Safety has been cross promoted on the Administrator’s blog.
- An Administrator’s Blog on the agency’s consolidation, PHIS and poultry slaughter is ready for posting.

WEB SERVICES

- USDA’s Mobile App Development Working Group will hold a kickoff meeting March 8. The kickoff meeting will allow for the introduction of team members, provide an overview of USDA mobility program as well as state purpose, vision and mission of this group. Kim Taylor and FSIS CTO Miguel Rivera will take part.
- Working with ECIMS and OFO, WSS planned and developed a web page that will house official notifications of enforcement actions, restarts and closeout warnings when establishment have demonstrated regulatory compliance with relation to the Humane Methods of Slaughter Act. First posting was completed February 28.

PHIS COMMUNICATIONS

- Contacted Keystone Foods to discuss setting up a mock exercise to test appealing an NR. A follow-up meeting has been scheduled for Tuesday next week.
- Received an inquiry from a pilot participant. Forwarded to ODIFP for a response. Received response from ODIFP and answered participant.
- Import Inspection component expected to launch in late May. Was announced at consumer and industry meeting. Put in News & Notes.

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
March 23, 2012**

EXPECTED MEDIA

- CPAO responded to an inquiry from *Meatingplace* regarding the proposed Poultry Slaughter Rule for a story that ran on Thursday, March 21.

CONGRESSIONAL ISSUES

- (b) (5) [REDACTED]
- Completed inserts into the record for the transcript of OFS's FY13 House budget hearing.

STAKEHOLDER MEETINGS

- **Monthly Consumer Meeting – April 16** (tentative)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.
- **Monthly Industry Meeting – April 19** (tentative)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.

UPCOMING SPEECHES

- **March 27** – Almanza will speak at the EMPA Conference on FSIS (the Agency), regulations, enforcement, etc.
- **March 29** – Almanza will speak to the National Association of Federal Veterinarians in Washington, DC.
- **March 29** – Ronholm will speak at the PennAg Industries annual meeting in York, PA.
- **April 4** – Ronholm will speak to the Grocery Manufacturers Association in Washington, DC.

BLOGS

- An Administrator's Blog on National Nutrition Month is being cleared.

OTHER PROJECTS

Linda West will be the FSIS representative during the next USDA-sponsored "Let's Talk Telework!" webinar series. The seminar will be held on March 29. "Let's Talk Telework!" is a component of USDA's new 2012 Telework marketing campaign designed to 'Turbo-Charge' Telework. This session focuses on supervising teleworkers.

WEB SERVICES

- Public Site: Content updates included material in support of advisory committee meetings; recall related information; multiple Federal Register notices and FSIS Notices.
- Intranet: Uploading and testing additions to acronym dictionary; updating PHHS pages; updating training guide for content providers. Contractors working on configuration changes needed for software upgrades.
- A summary chart for the 2010 recalls (similar to the already published summary of 2011 cases) is now available.
- Vacancy announcement for web content manager is out and the application period is March 16-April 6.

Metrics (Public Web Site):

- March 15 -22 visits 220,400 cumulative total 9,779,935
- March 15 -22 page views 401,812 cumulative 17,099,960
- March 15 – 22 YouTube views cumulative 102,708

*cumulative totals based = Oct 1, 2011 to date listed.

PHIS COMMUNICATIONS

- The PHIS industry pilot ends today (March 16). CPA drafted and sent an e-mail to participants reminding them and thanking them for their participation. CPA also drafted an article for News & Notes to notify employees the pilot was ending.
- CPA reviewed and edited the DCU user guide.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
March 30, 2012

EXPECTED MEDIA

- CPAO responded to an inquiry from *Food Chemical News* regarding a protest slated for Monday, April 2 outside of USDA by Food and Water Watch, Federal food inspectors represented by the American Federation of Government Employees and other groups in opposition to the proposed Poultry Slaughter Rule. The story was expected to run on (b) (5)

CONGRESSIONAL ISSUES

- FSIS is developing responses to Questions for the Record from **Reps. Kingston (R-GA) and Lummis (R-WY)** following the House Agriculture Appropriations Subcommittee hearing on the President's FY 2013 budget for FSIS. The responses are due to OBPA on Friday, March 30.

STAKEHOLDER MEETINGS

- **Monthly Consumer Meeting – April 16** (confirmed)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.
- **Monthly Industry Meeting – April 19** (confirmed)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.

UPCOMING SPEECHES

- **April 4** – Ronholm will speak to the Grocery Manufacturers Association in Washington, DC.
- **April 19** – Hagen will speak at the Food Safety Summit in Washington, DC.

WEB SERVICES

- WSS consulted with FSES on building a mobile quiz for students and adults. Ideally, the quiz would be intended to allow family discussion on food safety. (b) (5)

(b) (5)

PHIS COMMUNICATIONS

- CPAO drafted a user notice on PHIS enhancements, which was issued on Monday, March 26.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
March 9, 2012

EXPECTED MEDIA

- On March 17, the Food Safety Discovery Zone will attend the B'More Healthy Expo in Baltimore. The event is sponsored by Baltimore Fox 45 TV station and will be covered by three local television stations. On March 13, Dr. Hagen will participate in a live cooking demo on Fox 45's morning show, focusing on the four key food safety behaviors and promoting the Food Safe Families campaign. Additionally, the station will interview Dr. Hagen during the 9-10 a.m. news hour as a lead up to the weekend's events.
- CPAO is continuing to work with OC to respond to inquiries on ammoniated beef.
- CPAO has arranged an interview of Under Secretary Hagen by *Food Safety News*' Helena Bottemiller. The interview, slated for Wednesday, March 14, will focus on the evolution and development of the Department's policy on non-O157 STECs.

CONGRESSIONAL ISSUES

- On March 8, the House Agriculture Appropriations Subcommittee held a hearing with Under Secretary for Food Safety Dr. Hagen and FSIS Administrator Almanza regarding the FY 2013 budget request. Most of the congressional staff's time was devoted this week and last to prepping for that hearing.

STAKEHOLDER MEETINGS

- Nothing to report.

UPCOMING SPEECHES

- **March 19** – Almanza will speak to the Hispanic Association of Colleges and Universities in Washington, DC.

BLOGS

- No new report.

WEB SERVICES

- The FSIS Web Modernization funding request passed the first gate-check on May 6, 2012.
- A page detailing and outlining the CFO's office and structure was created on the public site. http://www.fsis.usda.gov/About_FSIS/OCFO/index.asp
- Tuesday, March 13 the next set of Notice of Suspension (NOS) and Notice of Suspension Held in Abeyance (NOSHA) letters will post in the FOIA reading room.

PHIS COMMUNICATIONS

- On Tuesday, March 5 – CPAO coordinated a phone conference between FSIS and Keystone Foods representatives to discuss a mock exercise to test appealing an NR.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
May 11, 2012

EXPECTED MEDIA

- CPAO worked closely with OFS and OC on inquiries related to transglutaminase (TG enzyme) for *Scripps-Howard News Service* and other media organizations.

CONGRESSIONAL ISSUES

- CPAO is facilitating a tour of a poultry slaughter establishment operating under the HACCP-based Inspection Models Project for staff from OMB and OBPA. Plant tours for staff members with Sen. Gillibrand (D-NY), the Senate Health, Education, Labor and Pensions Committee, and the Senate Agriculture Committee are also under consideration.
- On Wednesday, May 9, CPAO received an inquiry from the Congressional Research Service regarding the Agency's foreign equivalence process and seeking data on the number of foreign facilities in the system. After consulting with FSIS' Office of International Affairs, CPAO provided the appropriate response.

STAKEHOLDER MEETINGS

- **Monthly Industry Meeting – May 25** (tentative)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3:15 to 4:15 p.m.
- **Monthly Consumer Meeting – May 31** (tentative)
 - Office of the Under Secretary, 3 to 4 p.m.
 - Office of the Administrator, 4 to 5 p.m.

UPCOMING SPEECHES

- **May 15** – Derfler will participate in the NAFTA Regulatory Cooperation Initiative Working Group, Border Inspection Committee meeting in Washington, DC. OPPD/OA are preparing briefing documents and we are supporting them.
- **May 16** –Office of Food Safety (TBD) will be speaking at a USDA 150th Anniversary event in Dallas, Texas.
- **May 16** – Hagen will make brief remarks at the National Meat Association in Washington, DC.
- **May 17** – Derfler will be speaking at the National Meat Association in Washington, DC.
- **May 17** – Vilsack will be meeting with the National Meat Association on issues to include Validation, Micro-testing, Salmonella, Import and Export. OPPD and OA are preparing briefing documents and we are supporting them.

BLOGS

- In recognition of Public Service Recognition Week, an Administrator's Blog has been written thanking FSIS employees for their public service; currently being cleared.

WEB SERVICES

- World IPv6 day is June 6, 2012. We were informed by NITC that they plan on featuring FSIS as part of the USDA sites using IPv6 for World IPv6 day.
- WSS presented to EAB and EIB the power point on Web Modernization proposal, both had questions pertaining to functionality and ongoing operational costs. (b) (5)

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
May 18, 2012

EXPECTED MEDIA

- Under Secretary for Food Safety Dr. Elisabeth Hagen took part in segments taped the week of May 14 for an episode of the Pentagon Channel's "Grill Sergeants" program. That episode is tentatively slated to air the week of May 23.
- During the week of May 14, CPAO worked closely with OFS and OC on FSIS *salmonella* HACCP data and anti-microbial resistance findings provided to FSIS by the Agricultural Research Service in response to an inquiry by the *Minneapolis Star Tribune*.
- CPAO is working with OFS to support Under Secretary Hagen's participation in the CDC's FoodNet teleconference call with reporters slated for June 5, 2012 and developing a joint release with its food safety partners on FoodNet data.

CONGRESSIONAL ISSUES

- FSIS' Congressional and Public Affairs Office (CPAO) is coordinating tours of a poultry slaughter establishment operating under HIMP for staff members with the office of **Sen. Gillibrand (D-NY)** and majority and minority staff with the **Senate Agriculture Appropriations Subcommittee (Kohl, D-WI)**, tentatively set for June 1 and June 8, respectively. Tours for staff members with the **Health, Education, Labor and Pensions Committee (Harkin, D-IA)**, and the **Senate Agriculture Committee (Stabenow, D-MI)** are also under consideration.

STAKEHOLDER MEETINGS

- Monthly Industry Meeting – May 30 Office of the Under Secretary, 11 a.m. to noon; Office of the Administrator, 1 to 2 p.m.
- Monthly Consumer Meeting – May 31 Office of the Under Secretary, 3 to 4 p.m.; Office of the Administrator, 4 to 5 p.m.

UPCOMING SPEECHES

- June 4 – Hagen will speak to the Association of Food and Drug Officials in Providence, RI.
- June 6 – Hagen will speak at the Trans Atlantic Consumer Dialogue annual meeting in Washington, DC.

BLOGS

- An Administrator's Blog has been written in preparation for Memorial Day to raise the public's awareness about the safe handling practices for the holiday and cookout season.
Don't get burned by foodborne illness this Memorial Day
Tips to prepare your burgers, chicken, and dogs safely

WEB SERVICES

- WSS updated Humane Handling Enforcement letters. A redesign of the page will allow the establishment name to be included per a suggestion.
- WSS met with CTO Miguel Riveria to discuss FSIS mobile strategy. CTO plans for infrastructure.
- Interviews for positions on Web team continued. No selection has been made.
- Web mod AAR in progress will be ported into new forms the Department has issued.
- Pricing structure for public web site hosting/platform in research mode.

PHIS

- Reviewed and edited user notice on May 20 enhancements. Will be sent out after enhancements are completed on May 20.
- Reviewed and cleared Q & As from import meetings with stakeholders. They are scheduled to be posted on the web today, May 18.
- Held import meeting with establishments on May 17.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
May 25, 2012

EXPECTED MEDIA

- CPA is working with CDC and FDA in preparation of the CDC's *FoodNet* conference call with reporters June 5, 2012; and developing a joint release with its food safety partners on *FoodNet* data.

CONGRESSIONAL ISSUES

- On Wednesday, May 23 –CPA received a request from Congressional Research Service regarding the status of the state cooperative inspection programs established under the 2008 Farm Bill, which states have applied, and whether any state has been approved. After consulting with OFO, CPA confirmed that Ohio, Wisconsin, and North Dakota are in the process of working toward an agreement; and Indiana has submitted a request.
- On Wednesday, May 23 –CPA received a request from the office of **Sen. Grassley (R-IA)** regarding an Iowa-based establishment that is having issues exporting religiously exempt poultry product to Mongolia. After consulting with the OIA, CPA confirmed with the Senator that (b) (5)
- On Tuesday, May 22 –CPA received an inquiry from the office of **Sen. Johnson (D-SD)** regarding a letter sent to USDA on behalf of a constituent. CPA is consulting with APHIS and FSIS' ECIMS to keep the Senator's office informed of the status.

STAKEHOLDER MEETINGS

- **Monthly Industry Meeting – May 30**
 - OFS, 11 a.m. to noon
 - OA, 1 to 2 p.m.
- **Monthly Consumer Meeting – May 31**
 - OFS, 3 to 4 p.m.
 - OA, 4 to 5 p.m.

UPCOMING SPEECHES

- **June 4**–Hagen will speak to the Association of Food and Drug Officials in Providence, RI.
- **June 6**–Ronholm will speak at the Trans Atlantic Consumer Dialogue annual meeting in Washington, DC.

UPCOMING PLANT TOURS/TOWN HALLS

- **June 4** – Hagen is expected to do plant tours between Rhode Island and New Hampshire.
- **June 5 and 6** (Tentative) – Almanza will do Town Halls and/or Plant Tours in San Diego/Diamond Bar, CA.

WEB SERVICES

- Greg and Kim attended the *The Mobile Gov Unconference Workshop* at GSA where Mobile innovators, IT pros, developers, data managers, digital communicators, program directors and other leaders to assess the current state of mobile gov. They reviewed

and validated the 10 challenges to citizen-centric mobile gov, broke into groups to delve into the challenges and identify solutions and priorities, and develop good mobile practices for agencies to adopt.

PHIS COMMUNICATIONS

- Reviewed and edited user notices regarding issues related to the May 20th release. The user notices were sent out to all FSIS employees on Tuesday, May 22nd and Thursday, May 24th.
- Reviewed and cleared PHIS import guidance. The guidance was sent out to import personnel on Wednesday, May 23rd.
- Organizing a June 13th webinar on the PHIS import component for APHIS, FDA, CBP and EPA.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
May 4, 2012

MEDIA

- CPAO worked closely with OFS and OC for the communications rollout of the traceback, Farm Bill provisions and HACCP validation guidance announcements. CPAO arranged interviews of Dr Hagen and Dr Engeljohn by *USA Today's* Beth Weise for an exclusive story that ran the day of the announcement. CPAO also conducted outreach to Congress, and organized media and stakeholder teleconference calls on May 2. The announcements were covered and reported by *Bloomberg News*, *CNN*, the *Wall Street Journal*, *WebMD*, *Food Safety News*, and *Food Chemical News*.

CONGRESSIONAL

- Phil Derfler and colleagues from APHIS and FAS provided briefings on BSE on Monday, April 30 for staff of the House and Senate Agriculture Committees.
- On Wednesday, May 2, CPAO provided Sen. Gillibrand (D-NY) and Sen. Durbin's (D-IL) office with advance notice of a 3-in-1 announcement of prevention-based policy measures aimed at improving the ability of both plants and USDA to trace contaminated food materials. Notice was also provided to key committee staff on the date of the announcement, as well as staff members with the offices of Sen. Snowe (R-ME), Sen. Collins (R-ME), and Rep. Pingree (D-ME).
- FSIS is scheduled to facilitate a tour on Friday, May 11 of a poultry slaughter establishment operating under the HACCP-based Inspection Models Project for staff from OMB and OBPA. Tours for staff members with Sen. Gillibrand (D-NY), as well as the Senate Health, Education, Labor and Pensions Committee and the Senate Agriculture Committee are also under consideration.

UPCOMING SPEECHES

- **May 7** – Ronholm will speak at the Codex Committee on Residues of Veterinary Drugs in Foods in Puerto Rico.
- **May 15** – Derfler will participate in the NAFTA Regulatory Cooperation Initiative Working Group, Border Inspection Committee meeting in Washington, DC. OPPD/OA are preparing briefing documents and we are supporting them.
- **May 16** – Hagen will make brief remarks at the National Meat Association conference in Washington, DC.
- **May 17** – Vilsack will be meeting with the National Meat Association on issues to include Validation, Micro-testing, Salmonella, Import and Export. OPPD and OA are preparing briefing documents and we are supporting them.

BLOGS

- A USDA 150th anniversary blog was posted.

WEB COMMUNICATIONS

- Interviews concluded for the two Web Services positions. Second interviews are on tap for week of May 6.

PHIS COMMUNICATIONS

- Published blurb in *Wednesday Newsline* announcing PHIS import training.
- Published blurb of PHIS import training in *News & Notes*.
- Held conference calls with CFIA stakeholders and the NCBFAA and MICA.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
May 4, 2012

EXPECTED MEDIA

- During the week of April 30, CPAO worked closely with OFS and OC for the communications rollout of the traceback, Farm Bill provisions and HACCP validation guidance announcements. CPAO arranged interviews of Under Secretary Hagen and FSIS' Dan Engeljohn by *USA Today's* Beth Weise for an exclusive story that ran the day of the announcement. CPAO also conducted outreach to Congress, and organized media and stakeholder teleconference calls on May 2. The announcements were covered and reported on by *Bloomberg News*, *CNN*, the *Wall Street Journal*, *WebMD*, *Food Safety News*, *Food Chemical News* and other media organizations.

CONGRESSIONAL ISSUES

- FSIS Deputy Administrator Phil Derfler and colleagues from USDA's Animal and Plant Inspection Service and the Foreign Agricultural Service provided briefings on BSE on Monday, April 30 for staff of the House and Senate Agriculture Committees.
- On Wednesday, May 2, CPAO provided Sen. Gillibrand (D-NY) and Sen. Durbin's (D-IL) office with advance notice of a 3-in-1 announcement of prevention-based policy measures aimed at improving the ability of both plants and USDA to trace contaminated food materials. Notice was also provided to key committee staff on the date of the announcement, as well as staff members with the offices of Sen. Snowe (R-ME), Sen. Collins (R-ME), and Rep. Pingree (D-ME).
- FSIS is scheduled to facilitate a tour on Friday, May 11 of a poultry slaughter establishment operating under the HACCP-based Inspection Models Project for staff from OMB and OBPA. Tours for staff members with Sen. Gillibrand (D-NY), as well as the Senate Health, Education, Labor and Pensions Committee and the Senate Agriculture Committee are also under consideration.

CONSTITUENT AFFAIRS

STAKEHOLDER MEETINGS

- Nothing to report.

UPCOMING SPEECHES

- **May 7** – Ronholm will speak at the Codex Committee on Residues of Veterinary Drugs in Foods in Puerto Rico.
- **May 15** – Derfler will participate in the NAFTA Regulatory Cooperation Initiative Working Group, Border Inspection Committee meeting in Washington, DC. OPPD/OA are preparing briefing documents and we are supporting them.
- **May 16** – Hagen will make brief remarks at the National Meat Association in Washington, DC.
- **May 17** – Vilsack will be meeting with the National Meat Association on issues to include Validation, Micro-testing, Salmonella, Import and Export. OPPD and OA are preparing briefing documents and we are supporting them.

BLOGS

- A USDA 150th anniversary blog has just posted.

WEB SERVICES

- Interviews concluded for the two Web Services positions. Second interviews are on tap for next week.

PHIS COMMUNICATIONS

- Published blurb in *Wednesday Newsline* announcing PHIS import training.
- Published blurb with picture of PHIS import training in *News & Notes*.
- Held conference calls with CFIA stakeholders and the NCBFAA and MICA.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
August 24, 2012

EXPECTED MEDIA

- During the week of 8/20/12, FSIS worked with OA, OFS, OC, AMS and FNS on inquiries prompted by CompassionOver Killing's inhumane handling allegation and video, and FSIS' suspension of Central Valley.

CONGRESSIONAL ISSUES

- Members of the House Food Safety Caucus toured an FSIS-inspected turkey slaughter house in the Shenandoah Valley, accompanied by CPAO's Elizabeth Dann and Christopher Gould.
- FSIS' Congressional and Public Affairs Office (CPAO) received inquiries from the offices of Rep. Nunes (R-CA) and Rep. Denham (R-CA) about humane handling violations in a CA cattle slaughter facility. CPAO provided information to the offices by phone, and followed up by providing a USDA/FSIS statement when it was issued later the same day. After the initial inquiry from Rep. Nunes's office, CPAO also reached out to the office of Sen. Feinstein, the House Agriculture Committee staff, and the office of Rep. Costa (D-CA).

SPECIAL PROJECT

The Administrator will be visiting employees from the five districts affected by the consolidation; the visit is to hear from them and to thank them. There are a number of products being produced for the tour, including briefing memos, talking points, setting up the visits, possibly town hall meetings and at least one plant visit.

- September 4 – Albany town hall meeting
- September 6 – Beltsville town hall meeting

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of the month. Industry meetings will be on the third Thursday of the month. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.
- **August 28, 1 to 2 p.m.** – Special industry meeting: Cooking Temperatures on Safe Food Handling Labels

- Working on two separate meetings with consumer groups prompted by a meeting earlier this week with them: follow-up to the July 22 recall on ground beef contaminated with *Salmonella* and another one on NARMS. Dates have not been selected for either of these meetings.

UPCOMING SPEECHES

- **CANCELLED -- September 5** – Almanza will speak at the International Meat Expo in Ottawa, Ontario, Canada.

FACES OF FOOD SAFETY

Profile about SCSi Michelle Cox is being cleared and may be posted next week. Two other faces are being prepared and may follow shortly: IIC Doug Fulnechek and OPHS's Dr. Kerry Dearfield. Fulnechek and Dearfield are likely to run together.

WEB SERVICES

- Posted release after hours regarding Central Valley Meat suspension.
- Interviews for the 2 positions in WSS have concluded, next steps will include reference checks
- WSS is working with contracting on finding 8A vendor for public web site modernization project.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
August 31, 2012

EXPECTED MEDIA

- On 8/24/12 in anticipation of Hurricane Isaac, FSIS distributed a press release (“USDA Offers Food Safety Preparation Tips as Tropical Storm Isaac Nears Florida”) to more than 300 outlets in Florida. The release was translated into Spanish and resent to ten Spanish-language outlets, and USDA’s Office of Communications modified the release and issued it to the entire gulf coast. Links to both releases were tweeted from @USDAFoodSafety, @USDAFoodSafe_es, and @FL_FSISAlert. A link to FSIS’s “A Consumer’s Guide to Food Safety: Severe Storms and Hurricanes” PDF was posted on the USDA Facebook page, and FoodSafety.gov updated its homepage to include information about “food safety before and after the storm.” FSIS also took part in an interview on Miami’s WIOD-AM radio station. FSIS continues to monitor the storm the week of 8/27/12 and has shared fact sheets, the Meat and Poultry Hotline number, and links to our Mobile Ask Karen app from @AL_FSISAlert, @LA_FSISAlert, @MS_FSISAlert and @TX_FSISAlert in addition to the main @USDAFoodSafety feed. The 8/24/12 press release was crafted into a blog entry and shared on the USDA Blog, USDA Facebook page, and FSIS’s and USDA’s Twitter feeds.
- During the week of 8/27/12, FSIS worked with OA, OFO, OPEER, OFS, OGC, OC, OSEC, AMS and FNS to provide statements to the *Los Angeles Times*, *Associated Press*, *Bloomberg* and several other media organization in response to inquiries prompted by the re-opening of Central Valley Meat and the corrective actions the company submitted to FSIS, as well as inquiries on the status of the Agency’s investigation.

CONGRESSIONAL ISSUES

- TBD – During a conference call earlier this month regarding a constituent establishment, FSIS and Congressman Tiberi’s (R-OH) office discussed the possibility of organizing a town hall for establishments in the Columbus area suggested by Administrator Almanza. FSIS’ Congressional and Public Affairs Office (CPAO) is currently working with the congressional office and FSIS’ Office of Field Operations (OFO) to identify the timeframe, venue and outreach for this meeting.
- TBD – FSIS’ Congressional and Public Affairs Office (CPAO) is working with the office of **Sen. Gillibrand (D-NY)** to accommodate their request for assistance in organizing a few mobile slaughter workshops for small meat and poultry producers in New York.
- TBD - FSIS’ Congressional and Public Affairs Office (CPAO) is (b) (5)

(b) (5)

- (b) (5)

SPECIAL PROJECT

The Administrator will be visiting employees from the five districts affected by the consolidation; the visit is to hear from them and to thank them. There are a number of products being produced for the tour, including briefing memos, talking points, setting up the visits, possibly town hall meetings and at least one plant visit.

- September 4 – Albany town hall meeting
- September 6 – Beltsville town hall meeting

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of the month. Industry meetings will be on the third Thursday of the month. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.
- Working on two separate meetings with consumer groups: follow-up to the July 22 recall on ground beef contaminated with *Salmonella* and another one on NARMS. Dates have not been selected for either of these meetings.

UPCOMING SPEECHES

- Nothing to report.

FACES OF FOOD SAFETY

- Profiles about SCSi Michelle Cox and Dr. Kerry Dearfield are being cleared and may be posted next week.
- Two other faces are being prepared and may follow shortly: IIC Doug Fulnechek and Natasha Williams; they will likely to run together.

WEB SERVICES

- Email box data call for OPACE was submitted to OCIO. OCIO is closing email boxes that no longer are being used. Since moving email to the cloud, there is a per email box charge.

- (b) (5)

PHIS

- (b) (5)
- CPAO edited a user notice regarding an enhancement to PHIS' task calendar.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
July 27, 2012

EXPECTED MEDIA

- On 07/22/12, FSIS provided talking points on the recall by Cargill that day of ground beef products associated with a *Salmonella* enteritidis illness outbreak.
- On 07/22/12, FSIS provided talking points on the recall by Cargill that day of ground beef products associated with a *Salmonella* enteritidis illness outbreak.
-

CONGRESSIONAL ISSUES

- On Thursday, July 12 – FSIS’ Congressional and Public Affairs Office (CPAO) received an e-mail inquiry from a minority staff member for the Senate Agriculture Appropriations Subcommittee regarding the steps and the timeline for updating the agency’s residue testing and inspection programs to prepare for regulating horse slaughter facilities. FSIS left a message on the staff member’s voicemail and is awaiting a call back. A similar request on the same topic was received on Tuesday, July 10 from a staff member with Rep. Pearce (R-NM), who received a response consistent with our existing talking points on the topic.
- TBD – FSIS’ Congressional and Public Affairs Office (CPAO) is planning tours of poultry slaughter houses for staff members with the office of **Sen. Gillibrand (D-NY)** and the **House Food Safety Caucus**.
- On Tuesday, July 10 – FSIS’ Congressional and Public Affairs Office (CPAO) received a request from the office of **Sen. Gillibrand (D-NY)** for assistance in developing a mobile slaughter workshop in New York. CPAO has developed a short proposal outline and will be working with Sen. Gillibrand’s office to flesh out a more detailed agenda.

STAKEHOLDER MEETINGS

- **Monthly Consumer Meeting – July 18** (confirmed)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3 to 4 p.m.
- **Monthly Industry Meeting – July 19** (confirmed)
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3 to 4 p.m.

UPCOMING SPEECHES

- **July 16** – Almanza will speak to officials from the China Food Safety Commission in Washington, DC.
- **July 17** – Almanza will speak at the American Meat Institute's International Trade Policy Committee meeting in Washington, DC.
- **July 19** – Hagen and Almanza will speak at the 2012 FSIS Summer Intern Welcome in Washington, DC.
- **July 22** – Almanza will speak to the International Association for Food Protection in Providence, RI.
- **July 27** – Hagen will speak to the Southwest Meat Association in San Antonio, TX.
- **July 28** – Almanza will speak to the Southwest Meat Association in San Antonio, TX.
-

WEB SERVICES

- Non-O157 STEC positives will now be included in the *E. coli* testing results tables.
- FSIS has been asked to be part of OMB's Digital Strategy Governance Sprints. The sprint starts the week of July 16

PHIS COMMUNICATIONS

- Completed and cleared PHIS Achievements Communication Plan
- Pitching story to Food Safety News this week to hopefully run next week
- User notice on reports launching scheduled to go out July 13 and also run in News & Notes July 13
- Article on Food Defense Plan Survey scheduled to run in Wednesday Newslines, News & Notes, and Constituent Update week of July 16

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
July 27, 2012

EXPECTED MEDIA

- On 07/22/12, FSIS provided talking points on the recall by Cargill that day of ground beef products associated with a *Salmonella* enteritidis illness outbreak.

CONGRESSIONAL ISSUES

- On Monday, July 23 – FSIS’ Congressional and Public Affairs Office (CPAO) received a request from the **Congressional Research Service** for all FSIS expenditures broken down by State. CPAO provided the information, which was published in a chart on Page 21-16 of the Agency’s FY 2013 Explanatory Notes called Geographic Breakdown of Obligations and Staff Years.
- On Wednesday, July 25 – FSIS’ Congressional and Public Affairs Office (CPAO) received an inquiry from the office of **Sen. McCaskill (D-MO)** regarding the status of the poultry slaughter rule.
- On Wednesday, July 25 – FSIS’ Congressional and Public Affairs Office (CPAO) received a request from the office of **Sen. Carper (D-DE)** for general information about FSIS’ mission and activities, (b) (5)
- On Wednesday, July 25 – FSIS’ Congressional and Public Affairs Office (CPAO) received a request from the Willmar district office of **Rep. Peterson (D-MN)** regarding the status of a constituent pork company’s labeling application. CPAO informed the office that one label was approved today, and that the other should be approved within the next day.
- On Thursday, July 26 – FSIS’ Congressional and Public Affairs Office (CPAO) received an inquiry from the office of **Sen. McCaskill (D-MO)** about whether any Missouri establishments have been approved to slaughter horses. (b) (5)
- On Thursday, July 26 – FSIS’ Congressional and Public Affairs Office (CPAO) received a call from the office of **Rep. Tiberi (R-OH)** on behalf of a constituent establishment that is (b) (5)
- On Thursday, July 26 – The **Senate Committee on Agriculture, Nutrition and Forestry (Feinstein, D-CA)** held a hearing on the impact of S. 3239, the “Egg Products Inspection Act Amendments of 2012,” on egg producers. An FSIS Congressional and Public Affairs Office representative attended the hearing.

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of the month. Industry meetings will be on the third Thursday of the month. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.

THIS WEEK'S SPEECHES

- **July 27** – Hagen and Almanza will speak at Texas State University in San Marcos, TX.
- **July 27** – Hagen will speak to the Southwest Meat Association in San Antonio, TX.
- **July 28** – Almanza will speak to the Southwest Meat Association in San Antonio, TX.

UPCOMING SPEECHES

- **August 2** – Hagen and Almanza will speak at the 2012 FSIS Summer Intern Welcome in Washington, DC.

FACES OF FOOD SAFETY

- Profile about CSI Nonnie Holliman cleared and posted this week.
- Profile about SCSi Michelle Cox is being cleared and may be posted next week.

SPECIAL PROJECTS

- Constituent Affairs is leading the effort to conduct an employee survey to determine the effectiveness of agency publications and other employee outreach efforts.

WEB SERVICES

- Interviews are in progress for getting feedback on a governance plan for the Digital Strategy. Once feedback is gathered it will be used to fine tune the governance plan at the next sprint in two weeks.
- FDA is working with Data.gov to provide the recall feeds (FDA/FSIS) that is currently featured on FoodSafety.gov. No eta on when the feed might appear in the Data.gov Safety community.

PHIS COMMUNICATIONS

- On Monday, July 23, Helena Bottemiller with Food Safety News published a Q&A with Administrator Almanza regarding PHIS.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
July 6, 2012

EXPECTED MEDIA

- No immediate stories in the pipeline, but a number of inquiries will or could result in stories. This week FSIS arranged an off-the-record overview of National Residue Program testing changes for *Dow Jones/Wall Street Journal* (b) (5)

(b) (5) FSIS is also engaged with a producer at WSOC (Charleston, SC) with the station's "Whistleblower" section on Poultry Slaughter, which he (b) (5)
." (b) (5)

CONGRESSIONAL ISSUES

- On Thursday, July 12 – FSIS' Congressional and Public Affairs Office (CPAO) received an e-mail inquiry from a minority staff member for the Senate Agriculture Appropriations Subcommittee regarding the steps and the timeline for updating the agency's residue testing and inspection programs to prepare for regulating horse slaughter facilities. FSIS left a message on the staff member's voicemail and is awaiting a call back. A similar request on the same topic was received on Tuesday, July 10 from a staff member with Rep. Pearce (R-NM), who received a response consistent with our existing talking points on the topic.
- TBD – FSIS' Congressional and Public Affairs Office (CPAO) is planning tours of poultry slaughter houses for staff members with the office of **Sen. Gillibrand (D-NY)** and the **House Food Safety Caucus**.
- On Tuesday, July 10 – FSIS' Congressional and Public Affairs Office (CPAO) received a request from the office of **Sen. Gillibrand (D-NY)** for assistance in developing a mobile slaughter workshop in New York. CPAO has developed a short proposal outline and will be working with Sen. Gillibrand's office to flesh out a more detailed agenda.

STAKEHOLDER MEETINGS

Monthly Consumer Meeting (Third Wednesday of the Month)

- **July 18**
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3 to 4 p.m.

Monthly Industry Meeting (Third Thursday of the Month)

- **July 19**
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3 to 4 p.m.

UPCOMING SPEECHES

- **July 9-10** – Almanza, National Turkey Federation and Leadership Dinner and Annual Meeting in Washington, DC
- **July 9** – Almanza, Chinese Student Delegation in Washington, DC
- **July 17** – Almanza, American Meat Institute International Trade Policy Committee Meeting in Washington, DC
- **July 19** – Almanza, 2012 FSIS Summer Intern Welcome in Washington, DC
- **July 19** – Hagen, 2012 FSIS Summer Intern Welcome in Washington, DC
- **July 27** – Hagen, Southwest Meat Association in San Antonio, TX
- **July 28** – Almanza, Southwest Meat Association in San Antonio, TX

WEB SERVICES

- Non-O157 STEC positives will now be included in the *E. coli* testing results tables.
- FSIS has been asked to be part of OMB's Digital Strategy Governance Sprints. The sprint starts the week of July 16

PHIS COMMUNICATIONS

- Completed and cleared PHIS Achievements Communication Plan
- Pitching story to Food Safety News this week to hopefully run next week
- User notice on reports launching scheduled to go out July 13 and also run in News & Notes July 13
- Article on Food Defense Plan Survey scheduled to run in Wednesday Newsline, News & Notes, and Constituent Update week of July 16

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
July 20, 2012

EXPECTED MEDIA

- During the week of 07/16/12, FSIS responded on background to a Poultry Slaughter Rule inquiry from the *Atlanta Journal-Constitution's* Tim Eberly. His story is tentatively slated to run on 07/22/12.
- FSIS also arranged an interview of FSIS Administrator Al Almanza during the week of 07/16/12 by *Food Safety News's* Helena Bottemiller regarding the Agency's Public Health Information System (PHIS), OPACE prepared and cleared talking points and screenshots. Bottemiller's story, which is expected to chronicle PHIS progress since it was launched 15 months ago, is tentatively slated to run on 07/23/12.

CONGRESSIONAL ISSUES

- During the week of July 15th, the congressional staff handled a total of 14 requests from Capitol Hill, among other tasks. In addition to routine constituent service issues, these requests included the following:
 - Planning tours of poultry slaughter houses for staff members with the office of Sen. Gillibrand (D-NY) and the House Food Safety Caucus.
 - Working with the office of Sen. Gillibrand (D-NY) to accommodate their request for assistance in organizing a few mobile slaughter workshops for small meat and poultry producers in New York. CPAO is in the process of determining the feasibility of these workshops.
 - Informed the Maine House and Senate delegation about a local reporter's intention to write a story about the recent Hannaford meatball recall, and provided to the office the information that CPAO provided to the reporter on background.

UPCOMING SPEECHES

- **July 22** – Almanza will speak to the International Association for Food Protection in Providence, RI.
- **July 27** – Hagen and Almanza will speak at Texas State University in San Marcos, TX.
- **July 27** – Hagen will speak to the Southwest Meat Association in San Antonio, TX.
- **July 28** – Almanza will speak to the Southwest Meat Association in San Antonio, TX.
- **August 2** – Hagen and Almanza will speak at the 2012 FSIS Summer Intern Welcome in Washington, DC. (Originally scheduled for July 19.)

FACES OF FOOD SAFETY

- The next profile about SCSI Michelle Cox is being cleared.

WEB SERVICES

- Content published included the 2012 Residue Sampling Plans (Blue Book) and annual Salmonella/Campylobacter progress report - provided there are no changes not under the control of WSS
- Met with OCIO staff regarding the Web Services FY 2012 annual IT security assessment. We may have a few POAMs (Plans of Action & Milestones) to follow up on at the conclusion of this review.

PHIS

- Last week (July 13), 6 reports were turned on for use in PHIS. OPACE sent out a user notice to All FSIS employees and an article was published in News & Notes.
- This week (July 16), FSIS began conducting the 7th annual Food Defense Plan Survey. This is the first year inspection personnel will have the ability to conduct the survey through PHIS. Inspection personnel at domestic and import establishments will be able to schedule the questionnaire as a task on their calendar, which will help them plan their time. OPACE announced this in Wednesday Newslines, Constituent Update and News & Notes.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
June 22, 2012

EXPECTED MEDIA

- CPA responded to a Poultry Slaughter Rule inquiry from the *Atlanta Journal-Constitution* by directing the reporter to resources available on FSIS' website.
- FSIS continues to work with the CDC and FDA in anticipation of the CDC's posting of FoodNet data findings. (b) (5)

CONGRESSIONAL ISSUES

- On Thursday, June 21, 2012, the US Senate passed its version of the 2012 Farm Bill. The only item with a significant impact on FSIS was an amendment that passed by voice vote moving catfish inspection back to FDA. The House is expected to mark up its version of the Farm Bill after the July 4th recess.

UPCOMING SPEECHES

- **July 27** – Hagen will speak to the Southwest Meat Association in San Antonio, TX.
- **July 28** – Almanza will speak to the Southwest Meat Association in San Antonio, TX.

WEB SERVICES

- The AAR for web modernization was approved; the statement of work is being reviewed by a contracting officer. Next step is to contract with an 8-A firm or put out an RFP.
- NITC is moving customers off the mainframe to VM's. At the time upgrading WebSphere Application Server (WAS) 6.1 will be upgraded from: WASv6.1 to WASv8. (b) (5)
- WSS is preparing the last of six pending issues of *Small Plant News* for the website; issues will be published in the proper numerical order.

PHIS

- Assisted Bill Smith with webinar hosted by IAFP on PHIS June 19.
- (b) (5)
- Drafting articles on PHIS Successes for News & Notes (in clearance) and Constituent Update.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
June 29, 2012

EXPECTED MEDIA

- CPAO received a request from Bill Tomson, DowJones Newswire, for an interview on the Catfish Inspection program in light of adoption of a Senate Farm Bill amendment that would overturn the 2008 Farm Bill provision on this subject.
- FSIS continues to work with the CDC and FDA in anticipation of the CDC's posting of Vital Signs/FoodNet data findings. The release date for the findings has not been determined, but the week of July 9th would be the earliest date.
- CPAO continues to manage a Poultry Slaughter Rule inquiry from the *Atlanta Journal-Constitution*; during the week of 06/25/12 CPAO received a request for comment on the rule and a request for an interview with an Agency official. CPAO also alerted the office of Congressman Jack Kingston (R-GA) they may be asked for comment for the story.

CONGRESSIONAL ISSUES

- On Monday, June 25 – FSIS received an e-mail inquiry from staff member with the **Senate Agriculture Appropriations Subcommittee** regarding the status of a New Mexico establishment's application for a grant of inspection to conduct horse slaughter operations. FSIS informed the staff member of the ongoing review process, and the agency's plan to update its testing and inspection methods with regard to horses.

STAKEHOLDER MEETINGS

Monthly Consumer Meeting

- **July 18**
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3 to 4 p.m.

Monthly Industry Meeting

- **July 19**
 - Office of the Under Secretary, 2 to 3 p.m.
 - Office of the Administrator, 3 to 4 p.m.

UPCOMING SPEECHES

- **July 9-10** – Almanza, National Turkey Federation and Leadership Dinner and Annual Meeting in Washington, DC

- **July 9** – Almanza, Chinese Student Delegation in Washington, DC
- **July 17** – Almanza, American Meat Institute International Trade Policy Committee Meeting in Washington, DC
- **July 19** – Almanza, 2012 FSIS Summer Intern Welcome in Washington, DC
- **July 19** – Hagen, 2012 FSIS Summer Intern Welcome in Washington, DC
- **July 22** – Almanza, International Association of Food Protection in Providence, RI
- **July 27** – Hagen, Southwest Meat Association in San Antonio, TX
- **July 28** – Almanza, Southwest Meat Association in San Antonio, TX
- **July 22** – Almanza will speak to the International Association of Food Protection in Providence, RI.
- **July 27** – Hagen will speak to the Southwest Meat Association in San Antonio, TX.
- **July 28** – Almanza will speak to the Southwest Meat Association in San Antonio, TX

WEB SERVICES

- Met with OCIO and other USDA Points of Contact to discuss establishing a gateway for agencies that provide food safety related information. This gateway would establish a system-wide data entry form, allowing all agencies to share access information and data from one comprehensive and collective source.
- Two new Podcasts were published in both English and Spanish – Safety During Severe Storms and Hurricanes and Food Safe Families
- Revisions/updates made to Style Guide for FSIS Rightnow Applications.
- Revisited the Cloud Monitor custom report to capture social media channel (i.e., Facebook, twitter, YouTube) topics of interest to OPACE. Currently testing report output formats and output schedules (ability to email report results automatically)

PHIS

- Drafted a communications plan regarding PHIS' successes

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
October 19, 2012

EXPECTED MEDIA

- During the week of 10/15/12, the FSIS Congressional and Public Affairs Office fielded inquiries on FSIS' audit of Canada's food safety system and Beyond the Border BtB pilot program.

CONGRESSIONAL ISSUES

- On Tuesday, October 16 – FSIS' Congressional and Public Affairs Office (CPAO) received an inquiry from the office of **Rep. Womack (R-AR)** via USDA's Office of Congressional Relations on behalf of a constituent seeking an "emergency review" of a label application. After alerting the labeling office to the request, the label was approved the next day.
- On Monday, October 15 – FSIS' Congressional and Public Affairs Office (CPAO) received a request from Sen. Gillibrand's office (D-NY) regarding a potential audit of XL Foods by the Agency. (b) (5) [REDACTED]. The Senator's office also posed a question via the Administrator's office on district consolidation, which was answered promptly.
- On Wednesday, October 17 – FSIS' Congressional and Public Affairs Office (CPAO) received an follow-up inquiry from the office of **Rep. Scalise (R-LA)** regarding New Orleans Cold Storage and their application to export poultry product to Russia. CPAO is currently formulating a response with an update on the situation.

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of the month. Industry meetings will be on the third Thursday of the month. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.
- Working on two separate meetings with consumer groups: follow-up to the July 22 recall on ground beef contaminated with *Salmonella* and another one on NARMS. Dates have not been selected for either of these meetings.

UPCOMING SPEECHES

- **October 26** – Almanza will speak at the North American Meat Association Beef Forum in San Antonio, Texas.

FACES OF FOOD SAFETY

- The following Faces of Food Safety are being cleared:
 - Dr. Joanna Zablotzky-Kufel
 - IIC Doug Fulnechek
 - Dr. Kerry Dearfield
 - Natasha Williams

WEB SERVICES UPDATE

- A discussion was held with OC, FSIS OCIO and WSS to complete information for a report to OMB regarding USDA and mobile initiatives. The MPI directory is being revamped for use on mobile devices.
- The current PHA featuring XL Foods was modified to show in chronological order the newest to oldest Editors Note.
-

PHIS

- Held webinar with PHIS industry pilot participants on Wed. Oct. 18
- Reviewed Invitation key letter
- Updated participant list with addresses
- Invitation keys will be mailed to participants by Monday
- Pilot will start on Oct. 23 and will go through Nov. 9

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
October 4, 2012

EXPECTED MEDIA

- During the week of 10/01/12, FSIS' Congressional and Public Affairs fielded an inquiry from *Food Chemical News* on the Beyond the Border initiative and a 1990 GAO report on a one-year study of importation of Canadian meats.

CONGRESSIONAL ISSUES

- On Thursday, October 4 – FSIS Administrator Al Almanza lead a tour of HIMP and non-HIMP poultry slaughter establishments for staff members with the office of **Sen. Gillibrand (D-NY)**.

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of the month. Industry meetings will be on the third Thursday of the month. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.
- Working on two separate meetings with consumer groups: follow-up to the July 22 recall on ground beef contaminated with *Salmonella* and another one on NARMS. Dates have not been selected for either of these meetings.

UPCOMING SPEECHES

- **October 18** – Derfler will speak at the Vantage Foods Food Safety Summit in Ontario, Canada.
- **October 26** – Almanza will speak at the North American Meat Association Beef Forum in San Antonio, Texas.

FACES OF FOOD SAFETY

- The following Faces of Food Safety are being cleared:
 - Dr. Joanna Zablotzky-Kufel
 - IIC Doug Fulnechek
 - Dr. Kerry Dearfield
 - Natasha Williams

WEB SERVICES UPDATE

- Continuing updates of contact information to reflect changes due to district office consolidation and other personnel changes
- Fulfilling several end-of-year requests for metrics data in support of reporting requirements

PHIS

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
October 4, 2012

EXPECTED MEDIA

- During the week of 10/01/12, FSIS' Congressional and Public Affairs fielded an inquiry from *Food Chemical News* on the Beyond the Border initiative and a 1990 GAO report on a one-year study of importation of Canadian meats.

CONGRESSIONAL ISSUES

- On Thursday, October 4 – FSIS Administrator Al Almanza led a tour of HIMP and non-HIMP poultry slaughter establishments for staff members with the office of **Sen. Gillibrand (D-NY)**.

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of the month. Industry meetings will be on the third Thursday of the month. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.
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WEB SERVICES UPDATE

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- Fulfilling several end-of-year requests for metrics data in support of reporting requirements

PHIS

- Planning for the PHIS pilot retest for industry is underway
- Contacted PHIS pilot retest industry participants
- Article to publish in CU Friday encouraging industry who would like access to PHIS to start getting eAuth accounts

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
September 28, 2012

EXPECTED MEDIA

- During the week of 9/24/12, FSIS' Media staff worked closely with OIA, OFO and OPEER on the Canadian Food Inspection Agency and XL Food's recall of beef products that may have been contaminated with *E. coli* O157:H7. On 9/26/12 and 9/28/12, FSIS updated and reissued its Public Health Alert for products produced and exported by Canada's XL Foods, Inc., to inform both consumers and industry on public health information related to recalled beef from Canada. Conference calls with industry and consumer groups and background interviews with reporters from *Food Safety News*, *Food Chemical News* and *Meatingplace* were to also held to share information.

CONGRESSIONAL ISSUES

- On Wednesday, September 26 – FSIS' Congressional and Public Affairs Office received a request from a Minority staff member with the **House Agriculture Committee** regarding new rules the European Union plans to implement beginning September 30 on imported agricultural meat and poultry products. After consulting with FSIS' Office of International Affairs and the Foreign Agricultural Service, CPAO provided the relevant answers.
- On Wednesday, September 26 – FSIS' Congressional and Public Affairs Office received some procedural questions from the office of **Sen. Gillibrand (D-NY)** regarding the recent Public Health Alert involving product recalled from XL Food, a Canadian establishment. CPAO provided the appropriate response.

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of October. Industry meetings will be on the third Thursday of October. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.
- Working on two separate meetings with consumer groups: follow-up to the July 22 recall on ground beef contaminated with *Salmonella* and another one on NARMS. Dates have not been selected for either of these meetings.

UPCOMING SPEECHES

- **October 2** – Almanza will speak at the North American Meat Association in Chicago, IL.
- **October 4** – Hagen and Derfler will speak at the FSIS CFC Kickoff in Washington, DC.
- **October 18** – Almanza will speak at the Vantage Foods Food Safety Summit in Ontario, Canada.

FACES OF FOOD SAFETY

Four profiles are currently in clearance:

- Joanna Zablotzky-Kufel
- IIC Doug Fulnechek
- Dr. Kerry Dearfield
- Natasha Williams

WEB SERVICES UPDATE

- Updates pertaining to the District Consolidation are prepared and ready for the public web site and the employee intranet. The following will be posted on the district office pages on InsideFSIS **District Office Consolidation Notice**: On October 12 this page will be retired. You can find answers to frequently asked questions (FAQs) about the District Office Consolidation or submit a question at AskInsideFSIS <http://askinsidefsis.custhelp.com/>
- Brief kick off meeting was held with (b) (4), the vendor selected to build the new public web site. (b) (4)

PHIS

- CPAO is coordinating a final industry pilot of PHIS to prepare for the industry-wide launch of the system scheduled for November.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
September 7, 2012

EXPECTED MEDIA

- FSIS provided the following on-the-record statement from Administrator Al Almanza regarding Central Valley Meat to *Meatingplace*, the *Associated Press* and Fresno, Calif. NBC affiliate *KSEE-TV* on 8/31/12: "The USDA team conducting the Central Valley Meat investigation has concluded there is no evidence to support the allegation that a downer cow was slaughtered and entered the food supply, and that no food safety violation occurred as a result."
- Food & Water Watch has asked Secretary Vilsack to conduct an immediate review of the Australian Export Meat Inspection System (AEMIS) due to the delisting of two Australian meat establishments from major food safety violations including fecal contamination and *E. coli* contamination. The request, made in a 9/05/12 letter, prompted a media inquiry the same day from Phil Brasher of *Congressional Quarterly/Roll Call*.

CONGRESSIONAL ISSUES

- TBD – During a conference call earlier this month regarding a constituent establishment, FSIS and **Congressman Tiberi's (R-OH)** office discussed the possibility of organizing a town hall for establishments in the Columbus area suggested by Administrator Almanza. FSIS' Congressional and Public Affairs Office (CPAO) is currently working with the congressional office and FSIS' Office of Field Operations (OFO) to identify the timeframe, venue and outreach for this meeting.
- On Wednesday, September 5 – FSIS' Congressional and Public Affairs Office (CPAO) received an inquiry via USDA's Office of Congressional Relations (OCR), from the office of **Sen. Kohl (D-WI)** asking for a status update on Wisconsin's application to join the cooperative interstate shipment program. CPAO consulted with FSIS' Office of Field Operations to provide OCR with the information to update the Senator's office.
- On Tuesday, September 4 – FSIS' Congressional and Public Affairs Office (CPAO) received an inquiry from the office of **Rep. Slaughter (D-NY)** regarding the process for obtaining a USDA grant of inspection. CPAO was able to provide the congressional office with the appropriate information.

STAKEHOLDER MEETINGS

- Consumer meetings will be held on the third Wednesday of the month. Industry meetings will be on the third Thursday of the month. If there is a scheduling conflict, the meetings will be moved to the next week on the same day and time.

- Working on two separate meetings with consumer groups: follow-up to the July 22 recall on ground beef contaminated with *Salmonella* and another one on NARMS. Dates have not been selected for either of these meetings.

UPCOMING SPEECHES

- **September 10, 2012: FSIS Administrator Al Almanza** will discuss FSIS inspection modernization efforts in a presentation at a Chinese Food Safety Leadership Program meeting in Washington, D.C. (11 a.m.) (Open/Closed Press)

FACES OF FOOD SAFETY

- Profile about SCSI Michelle Cox is cleared and posted on the web. Will be published in the Sept. 7 issue of News & Notes and Constituent Update. Profile of Dr. Kerry Dearfield is being cleared and may be posted next week.
- Two other faces are being prepared and may follow shortly: IIC Doug Fulnechek and Natasha Williams; they will likely to run together.

WEB SERVICES

- USDA is requesting feedback on the draft digital strategy governance by the 12th. PADs have been made aware of that opportunity as well.

PHIS

- Wrote and facilitated clearance of a PHIS user notice regarding the Disconnected State Application update.
- Wrote a PHIS user notice regarding the Disconnected State Application for non-regular users of the application.

CONGRESSIONAL AND PUBLIC AFFAIRS

WEEKLY ACTIVITY REPORT

November 19, 2010

SIGNIFICANT ISSUES/EVENTS

CPA is using Thanksgiving week to promote food safety tips to consumers. A press release was issued on November 17, and we will post on Facebook and tweet this week, including Thanksgiving Day. A second blog about Thanksgiving will be posted on November 23. In addition, YouTube Videos, "Let's Talk about Cooking a Turkey," are available in English and Spanish.

EXPECTED MEDIA

- *The Washington Post* is expected to publish a story by Reporter Lyndsey Layton sometime around Thanksgiving on the evolution of the egg rule; that article may make mention of FSIS' work with FDA on the rule.
- FSIS expects a follow-up article by *Food Chemical News'* Amber Healy after her recent story on inspector vacancies; the follow-up piece, slated for November 24 or November 25, will focus on Agency inspector recruitment efforts.
- FSIS expects an alumni profile piece on Under Dr. Elisabeth Hagen in the December 2010/January 2011 of the University of Texas-Southwestern's *Center Times Online*.

CONGRESSIONAL ISSUES

- The Senate will have a cloture vote on S. 510 at 6:30 p.m. on November 29, with five additional votes to complete action on the bill. Sen. Coburn (R-OK), an opponent of S. 510, has a number of amendments, including one related to earmarks and another essentially gutting the entire bill. Agreements have been reached on most other major issues that were previously delaying consensus on the measure.
- FSIS is assisting OCR in arranging a briefing for a staff member with Rep. Slaughter (D-NY) regarding the National Residue Program and the USDA's OIG March 2010 NRP audit.
- Dr. Hagen's courtesy visit with Rep. DeLauro has been rescheduled for November 30; the visit was originally scheduled for November 18.

UPCOMING SPEECHES

- Dr. Hagen will deliver remarks during the National Pork Producers Council in Marco Island, Florida.

STAKEHOLDER MEETINGS

- **Industry meeting**
 - Office of the Under Secretary: November 23 (2:30 to 3:30 p.m.)
 - Office of the Administrator: November 23 (3:45 to 4:45 p.m.)
- **Consumer Meeting**
 - Office of the Administrator: November 30 (1:30 to 2:30 p.m.)
 - Office of the Under Secretary: November 30 (3 to 4 p.m.)
- ***Employee Town Hall Meetings***

We have just learned that Dr. Hagen will hold a town hall meeting with employees on December 9.

PUBLICATIONS

- Wednesday Newsline will be published November 24, but we will not publish News and Notes or Constituent Update this week because of the Thanksgiving holiday.

WEB SERVICES UPDATE

- From Sunday, November 7-Sunday, November 14, FSIS had 948,757 page views and 470,011 visits.
- The top five pages during this period were: Let's Talk Turkey, with 68,781 page views; search results, 46,329 page views; Focus on Freezing, 17,576 page views; Current Recalls and Alerts, 7,554 page views and Common Food Safety Questions from FSIS: Food Storage, Preparation & Handling, with 5,402 page views.
- Top five downloads: Meat and Poultry Directory by Establishment Number, 39,681 downloads; Meat and Poultry Directory by Establishment Name, 21,887 downloads; A Guide to Federal Food Labeling Requirements for Meat and Poultry Products, 13,743 downloads; Kitchen Companion, 8,480 downloads and Meat and Poultry Directory by Establishment Number: Pages 1-200, 6,577 downloads.

SPECIAL PROJECTS

- **Nothing to Report**

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
December 3, 2010**

MEDIA

- (b) (5)
- *Dow Jones Newswire* and *Meatingplace.com* both wrote stories on JBS implementing video surveillance in the U.S.; this is based on October 14 draft guidelines.
- Press Release: “Serve Up Food Safety This Holiday Season,” issued on December 3.
- The Week of December 13, FSIS OPHS Assistant Administrator Dr. David Goldman will take part in CDC teleconference calls on CDC’s Burden of Foodborne Disease Report; this will culminate with a press call on the December 15 release date.

CONGRESSIONAL ISSUES

- FSIS participated in a USDA-wide offsite meeting with the Office of Congressional Affairs on December 2, focusing on ways to improve communication with the Department and Agency leadership.
 - Dr. Hagen will pay a courtesy visit via conference call with Rep. DeLauro on Dec. 3.
 - While S. 510 passed the Senate on Tuesday, Nov. 13, (b) (5)
- (b) (5)

UPCOMING SPEECHES

- December 6 – Dr. Hagen will address the Institute of Medicine’s Food and Nutrition Board in Washington, DC
- December 7 – Dr. Hagen will give remarks at a FAS-sponsored meeting of the European Union Agricultural Counselors in Washington, DC
- January 9 – Dr. Hagen will give remarks at the American Farm Bureau Federation Annual Meeting in Atlanta, GA

STAKEHOLDER MEETINGS

Town Hall Meetings

- The next meeting with field personnel will be in Diamond Bar, CA, sometime in early 2011. Greg, Ndidi, and Linda met with Fahad in December to do a debrief from Texas and to prepare for the upcoming meeting.

WEB SERVICES UPDATE

Social Media

- A strategy for the Ambassador Social media program is under review; feedback is requested no later than December 13.
- Teleconference call set for December 16 to discuss and assist HR on using social media as a recruitment tool.
- Coordinate this week with all divisions within FSIS on Holiday food safety to tie in all social media channels, including foodsafety.gov

Web Modernization & Intranet Enhancements

- Valador submitted questions and have been made into survey for sending to FSIS employees, once approved through all channels; OPACE is set to review questions this week.
- DKW is expected to present design mockups for InsideFSIS, on or around week of the December 20. Once presented WSS will share to get feedback.
- Listening campaign underway to monitor how FSIS information is used on the web, news, blogs, and social media.

Top Web views and visits (November 21-28)

- 1,549,301 Page Views and 1,003,872 Visits –
- Let's Talk Turkey – 398,951 page views
- Turkey Basics: Safe Thawing – 81,705 page views

SPECIAL PROJECTS

- Larae is now attending OFS meetings to decide which speaking engagements she will accept and which speeches have been added to her calendar. We have already realized the value in her attendance.

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
December 10, 2010**

SIGNIFICANT ISSUES/EVENTS

EXPECTED MEDIA

- (b) (5)

CONGRESSIONAL ISSUES

- (b) (5)
- On Wednesday, December 8, the US House of Representative passed a Continuing Resolution making appropriations for FY 2011. Included in the measure was the language of S. 510, the FDA food safety legislation which passed the Senate last week.

UPCOMING SPEECHES

- January 9 – Hagen will deliver remarks during the American Farm Bureau Federation's annual meeting in Atlanta, GA.
- Mid-January – Vilsack will deliver a major food safety speech in mid-January. An outline has been provided; remarks due Dec. 15.
- Dec 13 – Al to deliver remarks on FSIS vision to Standing Committee of the Use of Public Health data in FSIS Food Safety Programs, in Washington, DC.

STAKEHOLDER MEETINGS

- **Town Hall meetings**
 - The next meeting with field personnel will be in Diamond Bar, CA, sometime in early 2011.
- **Monthly Stakeholder meetings**
 - There will be no monthly stakeholder meetings with industry and consumer groups in December.

PUBLICATIONS

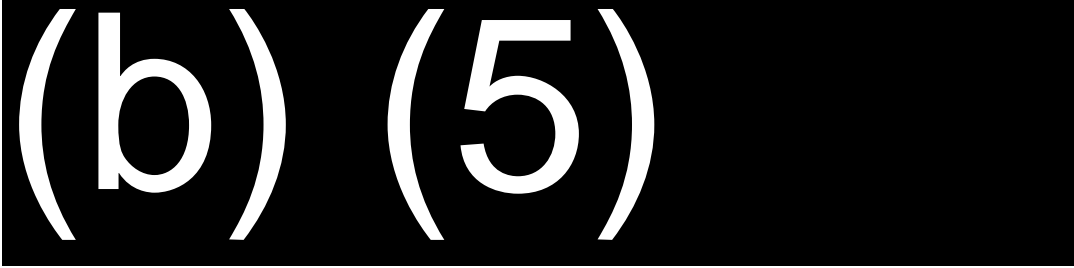
- We will be promoting PHIS in all of our publications.

WEB SERVICES UPDATE

Social Media

- Preparing for Rock Creek's revisions to Ambassador proposal.

Web Modernization & Intranet Enhancements

- A large black rectangular redaction box covering several lines of text. The text "(b) (5)" is printed in large white font across the middle of the redacted area.
- DKW is expected to present design mockups for inside FSIS, on or around week of the 20th. Once presented, WSS will share to get feedback.
- The USDA Redesign Working Group announced that the new design for USDA.gov has been declared final. USDA anticipates updating first- and second-tier pages by January 2011. Guidance to agencies (including style guides and image files) is being developed.

SPECIAL PROJECTS

- PHIS video: Side by Side posted to YouTube and added as a feature on fsis.usda.gov/PHIS page.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
December 17, 2010

SIGNIFICANT ISSUES/EVENTS

- December 22 – humane handling initiatives being announced

EXPECTED MEDIA

- FSIS has prepared communications plans on humane handling initiatives; single-ingredient nutrition labeling; and new *Salmonella* and *Campylobacter* performance standards, encompassing Media, Constituent, and Congressional outreach. (b) (5)
[REDACTED]
- Under Secretary for Food Safety Dr. Elisabeth Hagen will be interviewed by for an upcoming issue of *SJU*, the alumni magazine of St. Joseph's University, on Monday, December 20.

CONGRESSIONAL ISSUES

- Fiscal Year 2011 funding – a Continuing Resolution funds the federal government until midnight on Saturday, December 18. The House passed its full year appropriations bill last week, which includes the Senate-passed version of S. 510, the Food Safety Modernization Act. December 17, the Senate is expected to begin consideration of its version of the bill, which also includes S. 510. (b) (5)
[REDACTED]
- (b) (5)
[REDACTED]

UPCOMING SPEECHES

- January 9 – Hagen will give remarks at the American Farm Bureau Federation Annual Meeting in Atlanta, GA. (Larae)
- January 25 – Hagen will give an address at the joint Pew/Center for Science in the Public Interest conference, in Washington, DC. (Larae)
- January 31 (tentative date) -- Vilsack will deliver a major food safety speech in Washington, DC. (Larae)

STAKEHOLDER MEETINGS

Town Hall meetings

- The next meeting with field personnel will be in the Alameda, CA district, tentatively scheduled for Jan. 19 (pending confirmation).

Monthly Stakeholder Meetings

- There will be no monthly stakeholder meetings with industry and consumer groups in December.

News & Notes

- News & Notes will not be published the week of Dec. 24 and 31.

Constituent Update

- The Constituent Update will not be published the week of Dec. 24 and 31. However, a Constituent Alert may publish pending the release of the Humane Handling, *Salmonella* and *Campylobacter* Standards, and Nutrition Labeling of Single-Ingredient Products and Ground or Chopped Meat and Poultry Products notices in the *Federal Register*.

Administrator's Blog

- Hagen encourages CFC participation (Adam)
- New PHIS domestic inspection video (Adam)
- New PHIS training video (Adam)

WEB SERVICES UPDATE

Social Media

- Interagency Food Safety Analytics Committee – Setting up a meeting for background information. (Larae)
- RightNow Administrator training (Train the Trainer) dates are being finalized. Training is being targeted for Jan. 25, 26, 27.
- RightNow capable of setting up a demo for mobile (web based) AskKaren for free. Due to extra development and funding needed, Blackberry users would not be able to take advantage of the *demo*. Further discussion is planned.
- Teleconference set up on 12/17 to address Rock Creek's questions regarding revisions to Ambassador proposal.


Web Communications

- A response to an ECIMS letter campaign was deployed via GovDelivery. The subject was the Codex Committee on Food Labeling and Labeling of Genetically Modified Foods and there were 671 recipients.

Web Modernization & Intranet Enhancements

- Valador is developing first draft of deliverable 1.9 which will characterize the current system. Valador will review with FSIS to for accuracy.
- DKW presented design mockups for inside FSIS. WSS is discussing the deliverable with DKW.
- DKW has completed the scoping and point of contact documents for the InsideFSIS redesign project. The DKW scoping document provides a network diagram based on an configuration needs for the WebSphere Portal Server. WSS will follow up with DKW and NITC.
- WSS created a new office space for PEIS.
- A new section to the PHHRS site was developed.

Budget

- (b) (5)
- 

Weekly Stats:

- YouTube - PBIS - PHIS side by side video has 393 views
- Dec 8 – Dec 15 overall video views were 2,122.

FSIS.USDA.Gov December 5th – December 12th

- Page Views – 901,638 Visits – 451,791

**CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
December 30, 2010**

SIGNIFICANT ISSUES/EVENTS

FSIS worked with OFS and OC to announce the single ingredient nutrition labeling rule, which was published in the Federal Register on Wednesday, December 29th. A press release was issued the same day. FSIS with OC to arrange an interview by *USA Today* reporter Elizabeth Weise with Secretary Vilsack, Under Secretary for Food Safety Dr. Elisabeth Hagen and Dr. Daniel Engeljohn for an exclusive that ran the day the rule was published. FSIS also coordinated interview with Hearst TV, NBC News, ABC News and USDA Radio.

EXPECTED MEDIA

FSIS has prepared communications plans on new *Salmonella* and *Campylobacter* performance standards and is updating a plan for catfish that will encompass Media, Constituent, and Congressional outreach. All announcements may publish as soon as January.

Upcoming :

- **Press Release:** FSIS Announces New *Salmonella* and *Campylobacter* Performance Standards for Chickens and Turkeys, TBD.
- **Press Release:** March 16 Meeting of the Codex Committee on Fish and Fishery Products, 02/16/11 (tentative).
- **Press Release:** National Advisory Committee on Microbiological Criteria for Foods (NACMCF) to hold public meeting on reducing foodborne norovirus infections, TBD
- **New Media:** Potential USDA blogs from FSIS on nutrition facts panels, humane handling and *Salmonella/Campylobacter* standards, all of which will also be tweeted on Twitter and posted on Facebook. (January, 2011; exact dates TBD).

CONGRESSIONAL ISSUES

- On December 29 – Through USDA's Office of Congressional Relations, FSIS's Congressional and Public Affairs Office (CPAO) received an inquiry from a staff member with the state office of **Sen. Johanns (R-NE)** regarding the delisting of a Neb. establishment by Russia. Working with FSIS's Office of International Affairs, CPAO provided a response.

- On December 29 – FSIS’s Congressional and Public Affairs Office informed key congressional staff members that as of Dec. 28, 12 Brazilian establishments producing cooked canned beef products are eligible to import into the United States.
- On December 29 – FSIS’s Congressional and Public Affairs Office coordinated with USDA’s Office of Congressional Relations to inform key congressional staff members of the press release announcing the final rule publication that amends the Federal meat and poultry products inspection regulations to require nutrition labeling of the major cuts of single-ingredient, raw meat and poultry products on labels or at point-of-purchase, unless an exemption applies.

CONSTITUENT OUTREACH

Constituent Update (Special Alert) December 29 issue.

- Nutrition Labeling of Single-Ingredient Products and Ground or Chopped Meat and Poultry Products
- Brazilian Beef Products Now Eligible for Import

Upcoming Speeches

- National Cattlemen’s Beef Association Convention – Almanza - on February 4th in Denver, Colorado
- Farm Bureau Convention – Hagen Speech in OFS for review.

Monthly Stakeholder Meetings

- Pre-Meeting (to discuss agenda items for upcoming consumer and industry meetings)
January 11 from 1:30 to 2 p.m.
- Consumer Meeting
January 13
Office of the Under Secretary, 1 to 2 p.m.
Office of the Administrator, 2:30 to 3:30 p.m.
- Industry Meeting
January 27
Office of the Under Secretary, 1 to 2 p.m.
Office of the Administrator, 2:30 to 3:30 p.m.

WEB SERVICES UPDATE

Social Media

- RockCreek delivered a revised proposal for social media for Ambassador program, DZ and Vet2011. FSIS needs to have any final comments in by Jan.6, 2011.

Web Communications

- WSS will begin to update code for ACSI. Also new ACSI code will allow for 'Social Media Value Calculation'. A free service with the most recent version of the source code.
- Prepared pages for 2011!

Web Modernization & Intranet Enhancements

- Valador has presented for review deliverable 1.9; FSIS comments due Monday, 01/03/11.
- DKW presented additional designs for review, it was suggested we review and finalize wire frames before proceeding with designs so content placement is final.
- FSIS suggested while wire frames were being developed the next step is to develop and revise information architecture for intranet.
- DKW feels there could be 'constraints' in the build for intranet using Stellent and Websphere. FSIS has requested documentation to better understand what if any 'constraints' for customizing workflows, content type entries, may exist. DKW to deliver documentation 01/03/11 for review.
- WSS improved intranet search for "Forms" section
- Added Non-Public Policies (1,000-4,000) search engine to the Policy page (intranet).

Budget

- (b) (5) [REDACTED]

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
December 30, 2010

SIGNIFICANT ISSUES/EVENTS

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EXPECTED MEDIA

- FSIS has prepared communications plans on humane handling initiatives; single-ingredient nutrition labeling; and new *Salmonella* and *Campylobacter* performance standards, encompassing Media, Constituent, and Congressional outreach. All (b) (5)
- Under Secretary for Food Safety Dr. Elisabeth Hagen will be interviewed by for an upcoming issue of *SJU*, the alumni magazine of St. Joseph's University, on Monday, December 20.

CONGRESSIONAL ISSUES

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UPCOMING SPEECHES

- National Cattlemen's Beef Association Convention - Almanza
- Farm Bureau Convention - Hagen

STAKEHOLDER MEETINGS

Monthly Stakeholder Meetings

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Constituent Update (Special Alert) December 29 issue.

- Nutrition Labeling of Single-Ingredient Products and Ground or Chopped Meat and Poultry Products
- Brazilian Beef Products Now Eligible for Import

Constituent Update – Anticipated articles for future issues.

- New Podcasts
- PHIS Articles
- Get Answers at AskFSIS
- FSIS Notices and Directives
- Salmonella and Campylobacter Performance Standards
- February 9 Meeting of the Codex Committee on Fats and Oils
- March 16 Meeting of the Codex Committee on Fish and Fishery Products

WEB SERVICES UPDATE

Social Media

- RockCreek delivered a revised proposal for social media for Ambassador program, DZ and Vet2011. FSIS needs to have any final comments in by Jan.6, 2011

Web Communications

- WSS will begin to update code for ACSI. Also new ACSI code will allow for 'Social Media Value Calculation'. A free service with the most recent version of the source code.
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- WSS improved intranet search for "Forms" section
- Added Non-Public Policies (1,000-4,000) search engine to the Policy page (intranet).

Budget

- Still no detailed information from NTIC regarding the new 'Fee for Service' model and impact to web properties hosted by NITC. NITC has stated the information was forthcoming

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
July 15, 2011

The agency provided OC with a blog focusing on the food safety “clean” step as part of the Ad Council campaign on Tuesday, July 12, 2011.

MEDIA

- On July 12-13, 2011, FSIS worked with OFS and OC to prepare a statement in response to an inquiry by *USA Today*’s Beth Weise regarding STECs.
- CPAO is working to arrange interviews of Deputy Under Secretary for Food Safety Brian Ronholm and FSIS Administrator Al Almanza regarding the Ad Council food safety campaign during their trip to San Antonio, Texas, as part of speaking engagements at the Southwest Meat Association Annual Convention on July 22, 2011.

Recall Activity

- On 07/05/11, FSIS initiated a Class I recall by Carolina Pride Foods, Inc., a Greenwood, S.C. establishment, of approximately 18,416 pounds of boneless, fully cooked ham products that may have been contaminated with *Listeria monocytogenes*.
- On 07/06/11, FSIS initiated a Class I recall by Warabeya U.S.A., Inc., a Honolulu, Hawaii establishment, of approximately 1,550 pounds of convenience meals that may have been contaminated with *Listeria monocytogenes*.

CONGRESSIONAL ISSUES

- The congressional staff handled six inquiries from Capitol Hill offices, all related to different small constituent casework issues involving FSIS-regulated establishments.

UPCOMING SPEECHES

- **Southwest Meat Association Annual Convention** - July 22, San Antonio, Texas (Ronholm and Almanza)
- **National Turkey Federation Leadership Dinner** - Deputy Under Secretary Ronholm will address on July 25.
- **National Turkey Federation Technical and Regulatory Committee Meeting** – July 26, Washington, DC. Almanza is attending, and may be speaking.

STAKEHOLDER MEETINGS

- PHIS Training Walk-Through with Industry – Took place July 14, 1 to 4 p.m.
- Conference Call with Industry on Donning and Doffing – July 15 at 10:30 a.m.
- Meetings with Consumer Groups – July 26, meeting with OFS at 2 p.m., followed by meeting with MC at 3:30 p.m.
- Town Hall Meeting - Will be held at 2 p.m., July 27 and focus on PHIS updates
- Meetings with Industry Representatives – Tentatively slated July 28, meeting with OFS at 2 p.m., and at 3:15 p.m., with MC. (Both will need to be rescheduled per OFS)

- Industry Meeting on Directive 8080.3 with FSIS - August 3, 1 to 2 p.m.

INITIATIVES

- Feds Feed Families – working to publicize for OFS
- VERA early out program – coordinating with OM to communicate early out program to employees nearing or at retirement age.
- Retirement ID Card – working with OM and continuing to publicize availability of cards to retiring field employees.

WEB COMMUNICATIONS

- White House held a webcast to talk further identifying unnecessary websites that can be consolidated into other websites to reduce costs and improve the quality of service to the American public. FSIS CIO Janet Stevens is on the [task force](#). To see a full list of domains within the government go to: [Data.gov](#). FSIS has compiled a list, next steps might include discussion with department on what is viable and what isn't as related to reducing websites within USDA.
- Creating prototype for the Faces of Food Safety page for our website.
- Contact was made with GovDelivery on outstanding items – social media footer; information sharing widgets. An oversight in the task order was noted and will be corrected.
- Discussion with Ben Murphy regarding need to update content related to the QuickHire system. Ben will facilitate with HRO.
- Food Safety Working Group website. Guidance is needed on getting regular content updates for the site
- Revisions being made to Ask Karen iPhone and iPad app to include a menu so users can select Check Your Steps and Safe Cooking Temps. Once selected the user will get the information on their phone. The information was pulled from FoodSafety.gov and the mobile web pages built for the iPhone and iPad. The pages will reside on the users iPhone or iPad. Where applicable images are incorporated. Also included in the app menu is a link to Food Safety's Youtube Channel.
- AskInsideFSIS - Access to the AskInsideFSIS agents/administrators will take training July 25 - 27, once trained agents will have access to internal interface to answer questions related to PHIS

Web Modernization & Intranet Enhancements

- A no-cost modify of DWK contract for the build of the new intranet cannot be done.
- Planning for demonstration of new look and feel of intranet for content contributors. Also explain the benefits of the new interface contributors will use to publish content.
- DKW continues to program and rework intranet configuration for InsideFSIS.
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PHIS

- IMR (Issues Management Response) Team to be launched July 20. User notice will go out on the 19th explaining the process. Communications plan is in clearance regarding rollout of IMR, T3 group (district response team), OPPD hotline, AskInsideFSIS and Footprints—all are tools we will continue to use to handle PHIS issues.

- PHIS Town Hall is set for July 27. An Administrator's blog is in clearance. It introduces IMR and gives updates on other PHIS fixes and enhancements. It also asks FSIS personnel to comment on the blog as to what they would like to hear at the Town Hall.
- OFO will hold a meeting on Monday with DM's and DDM's to discuss the PHIS issues process (IMR). CPA will join to help clarify any issues.
- CPA has updated the Work Unit Meeting (WUM) request spreadsheet. There are currently 255 requests. We will continue to send the packages out to FLS's and PHV's.
- AMI Q&A's were responded to by Agency Principals and the document was posted on external website on July 14.
- Eric Rhoads, Regional Public Health Trainer from Raleigh, NC conducted the PHIS webinar/walkthrough for industry representatives on July 14. Over 120 attendees were on the phone and several were in person. The slides that were used by Eric will be posted to the external site the week of July 18.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
December 2, 2011

EXPECTED MEDIA

- FSIS fielded several media inquiries regarding the overturning of a ban on slaughtering horses for human consumption in the U.S. as a result of a FY 2012 appropriations bill being signed into law. FSIS distributed the following statement to reporters covering the issue: “There are currently no establishments operating in the United States that slaughter horses for human consumption. If a facility opens, FSIS will be prepared to carry out its statutory mandate to ensure industry compliance with the Humane Methods of Slaughter Act. Also, the Federal Meat Inspection Act requires ante- and post-mortem inspection of horses, and meat from animals that have not been inspected cannot be shipped or sold for human consumption. A State or tribal government could inspect horses for human consumption if the State or tribe has an inspection program that is determined to be equal to FSIS’s program. Product produced under State or tribal inspection could only be distributed within that State, unless the State or tribal program is found to be equivalent to the Federal program and is participating in the Interstate Shipment Program that FSIS recently established.”
- Several reporters contacted FSIS regarding a study released by the National Research Council of the National Academies about potential consequences of publicly releases FSIS’ establishment-specific data. FSIS issued the following statement to interested reporters: “We appreciate the thoroughness of the National Research Council’s report on the public release of Food Safety and Inspection Service (FSIS) data and we are reviewing its recommendations. FSIS is interested in increasing the public’s access to information about meat, poultry and processed egg establishments we inspect to ensure increased transparency, greater accountability, and in the end a stronger system to prevent foodborne illness. We will give considerable thought to determine the types of information to make available to provide the maximum public benefit.”

CONGRESSIONAL ISSUES

- The congressional staff assisted in providing talking points regarding the issue of horse slaughter, and the fact that FY 2012 appropriations does not ban the use of funding for inspection of horses for human consumption. To date, we have not had any congressional office requests, though there is a great deal of interest in the media and, internally, from USDA’s Office of Budget and Policy Analysis (OBPA).
- The congressional staff is monitoring legislation that has been introduced in the Massachusetts state legislature which would create a state meat and poultry inspection program but which is clearly outside the requirements set by the Federal Meat Inspection Act.

STAKEHOLDER MEETINGS

* There will be no industry and consumer meetings for the month of December.

- **December 1 – Shiga Toxin-Producing Escherichia coli in Certain Raw Beef Products Public Meeting**
 1. There were a total of 263 participants; 11 participants gave comments.
- **January 31 – Interagency Food Safety Analytics Committee Public Meeting**
 1. Location: South Building cafeteria
 2. FSIS is taking the lead on this joint meeting with FDA and CDC.

UPCOMING SPEECHES

- **December 5** – Hagen to deliver keynote address during the Codex Committee on Food Hygiene Meeting, 10 a.m., Miami, Fla. She will also tour plants and an import house in Miami.

BLOGS

- A blog post detailing a recent visit by Administrator Almanza to a 7th grade class in New Orleans to discuss the agency's consumer education efforts is in clearance.
- An op-ed written for Secretary Vilsack on our food safety accomplishments and priorities is in clearance.

WEB SERVICES UPDATE

Web Services

- FSIS is the recipient of the Streamlining Service Delivery Award, from RightNow Technologies. Maria Miranda represented FSIS at the 2nd Public Sector Awards of Excellence event. The Streamlining Service Delivery Award recognizes the agency most closely aligned to the mission/objectives outlined in the President's Executive Order 13571 on customer service. FSIS was the only USDA agency recognized by RNT.
- IBM will provide a demonstration of Websphere Application Server 8 (WAS8). WAS8 is an upgrade to our current environment hosted at NITC. One of the major advantages of WAS8 is the ability to serve our content in mobile format. IBM will provide an overview of upgrades and functions FSIS can leverage. Dec. 8, 9:30 AM to 11:30 AM, Room to be decided. Meeting invite expected to go out soon to interested persons in OPACE and OCIO.
- OPACE been given the go ahead and consolidate the food safety working group web site information with foodsafety.gov by the White House and OC. WSS will be contacting Foodsafety.gov to prepare for transfer of content.

Web Stats

Page views – 1,109,649 Visits – 586,087

Top 5 pages:

- Let's Talk Turkey – 45,966
- Search Results – 37,639 page views
- Freezing and Food Safety – 29,071 page views
- Is It Done Yet? Recommended Internal Temperatures – 28,041 page views

Turkey Basics: Safe Thawing – 13,112 page views

PHIS COMMUNICATIONS

- PHIS Town Hall took place on Wednesday, Nov. 30.
- CPAO is preparing for the launch of an upcoming PHIS industry pilot.
- CPAO is drafting a user notice announcing circuits that will begin using PHIS next week, scheduled to go out on Monday, Dec. 5.

FSIS CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
April 22, 2011

BIG PICTURE TOPICS

- Brian Ronholm begins as Deputy Under Secretary on April 25. We are preparing a briefing book and included information about his arrival in a user notice, News and Notes and Constituent Update.
- The agency announced the Interstate Shipment rule on April 20 and received 17 media hits, primarily from trade press. Industry and consumer calls made.
- The next major policy announcement expected is *Salmonella* Initiative Program, which is expected in the next two weeks. Larae Booker is coordinating the communications outreach associated with the plan.
- The media attention to a new study in the journal *Clinical Infectious Diseases* that reported half of the beef and poultry samples in the study tested positive for multidrug-resistant *Staphylococcus aureus* has died down.

EXPECTED MEDIA

- FSIS is working to set up an interview with Redbook Magazine for the July issue on meat safety, with a possible interview of Dr. Hagen or an expert from the Meat and Poultry Hotline.
- **Press Release:** Salesman Indicted for Federal Meat and Poultry Inspection Act Violations.
- **Press Release:** USDA Announces Availability of Compliance Guide to Help Reduce Foodborne Illness, Tentative for 04/25/11.
- **New Media:** FSIS provided food safety tips for Passover and Easter menus.

CONGRESSIONAL ISSUES

- The congressional staff is assisting in developing a memo for OFS regarding the draft Poultry Slaughter Rule, (b) (5) [REDACTED].
- The questions for the record following up from Dr. Hagen's March 15 House Agriculture Appropriations Subcommittee hearing are still under review with OBPA. In coordination with OCR, the congressional staff this week also updated some information in the official hearing transcript, as requested by OBPA.

UPCOMING SPEECHES

- **April 27** – Almanza is scheduled to speak during the International Symposium on Agroterrorism in Kansas City, MO. The Department is requesting to see these talking pts.

- **May 5** – Hagen will speak at the Food Safety Education Camp being held in Laurel, MD.
- **May 11** – Hagen is scheduled to speak at the United Egg Association Further Processors meeting in Washington, DC.
- **May 11** – Almanza will speak to the Food Inspector Western Council in Reno, NV.

STAKEHOLDER MEETINGS

- **Meeting with Consumer Representatives**
 - Consumer meetings will be held on April 25. A meeting with OFS will be held from 2-3 p.m., followed by a meeting with OA from 3:15-4:15 p.m.
- **Meeting with Industry Representatives**
 - Industry meetings will be held on April 26. A meeting with OFS will be held from 2:30-3:30 p.m., followed by a meeting with OA from 3:45-4:45 p.m.
- **Catfish Public Meetings**
 - Public meetings are being planned by OPACE and OOEET. At this time, the Washington, DC meeting will be held on May 24 and on May 26 in Mississippi.
- **PHIS Update With Industry**
 - The industry meeting planned for May 11 with industry reps will be moved to mid June. This new date is based on a meeting on April 22 with MC.

OUTREACH ACTIVITIES

- **Pre-harvest Workshop**
We are in the planning stages for a preharvest workshop. The workshop will be held to discuss best practices and research being conducted in preharvest. This will be a USDA-exclusive workshop. We are looking at the end of May for this event.
- **NACMPI Public Meeting**
We are in the planning stages for the next NACMPI meeting. While we don't have a firm date, we are looking at the end of June or the beginning of July.

WEB SERVICES UPDATE

Web Communications

- Additional discussions and planning continue around the Be Food Safe – Ad Council campaign. Under review is project brief as provided by Big Duck, vendor chosen for web

strategy. Ad Council is expecting to award contract to social media company to assist with marketing of social media portion of campaign.

- Planning underway for possible announcement of mobile Ask Karen. WSS, Media and FSES will discuss communications plan on April 25.
- RightNow Technologies and WSS continue to work with PHIS business lead on finalizing questions and answers for AskInsideFSIS. AskInsideFSIS is expected to be live 'InsideFSIS' on April 25.
- On www.FSIS.USDA.gov, the video PHIS: Predictive Analytics has been posted. As well as updated circuit information.
- Gathered information for DOJ accessibility survey and will proceed to provide answers as related to the survey and coordinate with OCIO.

Web Modernization & Intranet Enhancements

- Valador's security analysis has been reviewed and is working towards making the requested changes for the overall web modernization project.
- *Valador* has submitted the draft *web modernization* mapping document which is essentially a detailed diagram of the future system and various processes used *within* the system, based on the recommendations made, as well as thorough explanation of all shown components. Draft document is under review by WSS.
- DKW has finalized a timeline on repairing code, writing new code, designing up to 5 templates, incorporating existing and new functionalities for the intranet enhancement project. WSS is reviewing requirements and timeline for approval. Document is expected to be approved and returned to vendor no later than Monday, April 25.
- The new intranet web page design has been reviewed with the Administrator and Deputy Administrator. Post revisions as suggested by the Administrator, designs will be presented to Managers and contributors.

FSIS.USDA.gov Web Stats: 04/10- 04/16

Page Views – 633,575 **Visits** – 431,620

Top 5 Search Phrases: Salmonella, FSIS, Parasites, Campylobacter, HACCP

YouTube: PHIS 101: The Basics – 118 (1103 total views), PHIS - Domestic Inspection – 207 (603 total views), PHIS: Import/Export – 93 (518 total views), Side-by-Side Comparison: PBIS vs. PHIS – 80 (2,177 total views), PHIS: Predictive Analytics – 25 (25 total views, uploaded to YouTube 04/21/11)

PHIS COMMUNICATION UPDATES:

- Eleven PHIS questions will be addressed at the monthly industry briefing on April 26
- PHIS Industry briefing now mid-June (7 questions have been submitted for that meeting to be addressed)
- PHIS Tweets will begin next week
- Predictive Analytics video is posted on InsideFSIS as well as YouTube.
- PHIS Launch blog with Lisa for final clearance
- One pager (PDF) with “PHIS Help” is featured on the website
- Briefing memo on negotiations will be updated and sent to either Rohan Patel or the Secretary
- Live demo presentation is in development
- Work unit presentation is cleared and OCIO is working on DVD's with all the PHIS videos. This material will be sent to all District Offices for dissemination
- No word on the pitch to Wired magazine for a feature article on PHIS
- OIA letter to importers/brokers is on hold (OA)
- Intro for Ron is in video production (OOEET is handling)
- PHIS communications team will develop a crisis communications plan this week
- Second set of PHIS circuits will be posted next week.
- Resource user message, which was sent out this week, will be posted on web page.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
April 15, 2011

BIG PICTURE TOPICS

- Much of the media attention this week was responding to inquiries on April 14 and 15 from outlets including CNN, CBS Evening News, Associate Press, and Dow Jones Newswire about a new study in the journal *Clinical Infectious Diseases* that reported half of the beef and poultry samples in the study tested positive for multidrug-resistant *Staphylococcus aureus*. CPAO coordinated a statement from the agency with OFS and OC, and helped shape the coverage to include important food safety messages around avoiding cross-contamination and the importance of hand washing.
- The agency will announce the Interstate Shipment rule on April 20 and it will publish in the Federal Register shortly thereafter. The announcement will be made at the agency level (b) (5)

EXPECTED MEDIA

- (b) (5)
- FSIS will work with trade press on the Interstate Shipment rule and Salmonella Guidelines for Ready to Eat Products going to the Federal Register next week, but not major outreach is planned.

CONGRESSIONAL ISSUES

- On Friday, April 8 - FSIS' Congressional and Public Affairs Office (CPAO) sent the Questions for the Record from the Secretary's FY2012 Senate budget hearing to OBPA. FSIS received the questions on Tuesday, April 5.
- On Tuesday, April 12, CPAO coordinated a briefing with OPPD on the Agency's Test and Hold Federal Register Notice for staff members with Sen. Gillibrand's (D-NY) office.
- On Wednesday, April 13 - CPAO sent the Questions for the Record from the Under Secretary's FY 2012 House budget hearing to OBPA. CPAO received the questions on Wednesday, April 6.
- On Wednesday, April 13 - CPAO received a call from a staff member for Rep. John Shimkus (R-IL) on behalf of their constituent, Greenville Livestock (in Marion Co., IL) inquiring about why the company has been asked by (b) (4) (to which they supply cattle for slaughter) to

begin providing the names, addresses, and phone numbers of the original owners of the cattle at the time of sale to (b) (4) as of March 28, 2011. CPAO directed the staff member to FSIS Notice 13-11, "Level of In-Plant Targeted Testing for Chemical Residues," the guidance document published on March 28 on our website at <http://www.fsis.usda.gov/OPPDE/rdad/FSISNotices/13-11.pdf>.

UPCOMING SPEECHES

CPAO is preparing remarks for the following:

- April 27 – Almanza is scheduled to speak during the International Symposium on Agroterrorism in Kansas City, MO.
- May 5 – Hagen will speak at the Food Safety Education Camp being held in Laurel, MD.
- May 11 – Hagen is scheduled to speak at the United Egg Association Further Processors meeting in Washington, DC.

STAKEHOLDER MEETINGS

- Meeting with Consumer Representatives
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 - Industry meetings will be held on April 26. A meeting with OFS will be held from 2:30-3:30 p.m., followed by a meeting with OA from 3:45-4:45 p.m.
- Catfish Public Meetings
 - Two public meetings are being planned by OPACE and OOEET. The first meeting will be held in the Jefferson Auditorium in Washington, DC, on May 24 (9 a.m.-12 p.m.). The second meeting will be held at USDA/ARS' Jamie Whitten Delta States Research Center in Stoneville, MS on May 26 (9 a.m.-12 p.m.).
- NACMPI Public Meeting
 - We are in the planning stages for the next NACMPI meeting. While we don't have a firm date, we are looking at the end of June or the beginning of July.
- PHIS Meeting with Industry Representatives
 - Industry representatives have requested a meeting with FSIS to discuss issues with PHIS implementation.

OUTREACH ACTIVITIES

- **Pre-harvest Workshop**

We are in the planning stages for a pre-harvest workshop. The workshop will be held to discuss best practices and research being conducted in pre-harvest. This will be a USDA-exclusive workshop. We are looking at the end of May for this event.

WEB SERVICES UPDATE

Web Communications

- Additional discussions and planning continue around the Be Food Safe – Ad Council campaign. Under review is project brief as provided by Big Duck, vendor chosen for web strategy.
- RightNow Technologies and WSS received a list of PHIS sub-categories, user-groups and users/agents (3 per group). Groups consist of OFO, CFL and OCIO. Currently working with Rightnow OSA support to configure system based on information received. Submit a question and account tabs on end-user page has been removed per team request. Items can be added in future.
- Inside FSIS, the video PHIS: Predictive Analytics has been posted. As well as updated circuits information. On the public site a new page was created to house the newly added 13 PHIS directives.
- Planning discussion was held with ODIFP for additions to the Data Collection & Reports area. Additional information may include attribution data. ODIFP will identify good candidate reports.
- USDA launched new web site design. Agencies expect to hear soon on status of USDA style guide.

Web Modernization & Intranet Enhancements

- Valador's security analysis has been reviewed and is ready to be made final.
- Valador *is currently working on the web modernization mapping document which is essentially a detailed diagram of the future system and various processes used within the system, based on the recommendations made, as well as thorough explanation of all shown components. Deliverable is due next week.*
- DKW is expected to finalize timeline on repairing code, writing new code, designing up to 5 templates, incorporating existing and new functionalities for the intranet enhancement project. Deliverable is expected week of 04/18/11.
- The new Intranet web page design will be presented to the Administrator and Deputy Administrator April 20, 2011. Pending revisions, designs will be presented to Managers and contributors briefed.

PHIS

- Articles released on 4/15 in *News & Notes*: “Training Lends to Successful Launch of PHIS for First Phase of Circuits” and in CU: “PHIS Launches to First Phase of Circuits”.
- Predictive Analytics Video is on *InsideFSIS*
- Work Unit presentation set to mail early May.
- Industry Meeting on April 26th
- Rolling out a campaign of PHIS Tweets, once per week. (Include launch update, URL’s to videos, and FAQ).
- PHIS system video and Q&A video for PHIS (Ken and Al) are posted on web, and in publications.
- PHIS is the #1 searched key word on the website for the second week in a row.
- Second circuit for PHIS is set to go live on June 6th. The second circuit list will be posted internally next week and externally the following week.
- OIA letter is on hold per request by Bill Smith.
- The script for Ron Jones’ video has been cleared by LERD, Alex will record with help from OOEET.
- PHIS “tech tips” need to be cleared with Scott Seebohm.
- Press Release regarding the launch of PHIS has been delayed until June.
- Neil Gaffney pitched the PHIS story to “Wired” magazine for a possible article in their June issue.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
July 15, 2011

The agency issued two press releases this week. On Thursday, July 7, 2011, “**USDA Issues Instructions to Reduce Allergen and Other Ingredient-Related Recalls**” was issued to coincide with an FSIS Notice to the field because of a rise in recalls due to the presence of undeclared allergens or other ingredients. The agency has overseen 27 recalls (20 for undeclared allergens) for undeclared ingredients in the first six months of 2011; FSIS issued recalls for a total of 32 undeclared allergens in the previous 2 years. On Friday, July 8, 2011, “**USDA Expands *Salmonella* Initiative Program to Reduce and Eliminate Pathogens**” was issued to draw attention to the program which promises to enhance public health protection by encouraging industry-driven innovation to reduce pathogens in raw meat and poultry products. Both press releases received industry and trade pick-up.

MEDIA

- The agency provided OC with a blog focusing on the food safety “clean” step as part of the Ad Council campaign on Tuesday, July 12, 2011.
- On July 12-13, 2011, FSIS worked with OFS and OC to prepare a statement in response to an inquiry by *USA Today*’s Beth Weise regarding STECs.
- CPAO is working to arrange interviews of Deputy Under Secretary for Food Safety Brian Ronholm and FSIS Administrator Al Almanza regarding the Ad Council food safety campaign during their trip to San Antonio, Texas, as part of speaking engagements at the Southwest Meat Association Annual Convention on July 22, 2011.

Recall Activity

- On 07/05/11, FSIS initiated a Class I recall by Carolina Pride Foods, Inc., a Greenwood, S.C. establishment, of approximately 18,416 pounds of boneless, fully cooked ham products that may have been contaminated with *Listeria monocytogenes*.
- On 07/06/11, FSIS initiated a Class I recall by Warabeya U.S.A., Inc., a Honolulu, Hawaii establishment, of approximately 1,550 pounds of convenience meals that may have been contaminated with *Listeria monocytogenes*.

CONGRESSIONAL ISSUES

- The congressional staff handled six inquiries from Capitol Hill offices, all related to different small constituent casework issues involving FSIS-regulated establishments.

UPCOMING SPEECHES

- **Southwest Meat Association Annual Convention** - July 22, San Antonio, Texas (Ronholm and Almanza)
- **National Turkey Federation Leadership Dinner** - Deputy Under Secretary Ronholm will address on July 25.

- **National Turkey Federation Technical and Regulatory Committee Meeting** – July 26, Washington, DC. Almanza is attending, and may be speaking.

STAKEHOLDER MEETINGS

- PHIS Training Walk-Through with Industry – Took place July 14, 1 to 4 p.m.
- Conference Call with Industry on Donning and Doffing – July 15 at 10:30 a.m.
- Meetings with Consumer Groups – July 26, meeting with OFS at 2 p.m., followed by meeting with MC at 3:30 p.m.
- Town Hall Meeting - Will be held at 2 p.m., July 27 and focus on PHIS updates
- Meetings with Industry Representatives – Tentatively slated July 28, meeting with OFS at 2 p.m., and at 3:15 p.m., with MC. (Both will need to be rescheduled per OFS)
- Industry Meeting on Directive 8080.3 with FSIS - August 3, 1 to 2 p.m.

INITIATIVES

- Feds Feed Families – working to publicize for OFS
- VERA early out program – coordinating with OM to communicate early out program to employees nearing or at retirement age.
- Retirement ID Card – working with OM and continuing to publicize availability of cards to retiring field employees.

WEB COMMUNICATIONS

- White House held a webcast to talk further identifying unnecessary websites that can be consolidated into other websites to reduce costs and improve the quality of service to the American public. FSIS CIO Janet Stevens is on the [task force](#). To see a full list of domains within the government go to: [Data.gov](#). FSIS has compiled a list, next steps might include discussion with department on what is viable and what isn't as related to reducing websites within USDA.
- Creating prototype for the Faces of Food Safety page for our website.
- Contact was made with GovDelivery on outstanding items – social media footer; information sharing widgets. An oversight in the task order was noted and will be corrected.
- Discussion with Ben Murphy regarding need to update content related to the QuickHire system. Ben will facilitate with HRO.
- Food Safety Working Group website. Guidance is needed on getting regular content updates for the site
- Revisions being made to Ask Karen iPhone and iPad app to include a menu so users can select Check Your Steps and Safe Cooking Temps. Once selected the user will get the information on their phone. The information was pulled from FoodSafety.gov and the mobile web pages built for the iPhone and iPad. The pages will reside on the users iPhone or iPad. Where applicable images are incorporated. Also included in the app menu is a link to Food Safety's Youtube Channel.

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PHIS

- IMR (Issues Management Response) Team to be launched July 20. User notice will go out on the 19th explaining the process. Communications plan is in clearance regarding rollout of IMR, T3 group (district response team), OPPD hotline, AskInsideFSIS and Footprints—all are tools we will continue to use to handle PHIS issues.
- PHIS Town Hall is set for July 27. An Administrator's blog is in clearance. It introduces IMR and gives updates on other PHIS fixes and enhancements. It also asks FSIS personnel to comment on the blog as to what they would like to hear at the Town Hall.
- OFO will hold a meeting on Monday with DM's and DDM's to discuss the PHIS issues process (IMR). CPA will join to help clarify any issues.
- CPA has updated the Work Unit Meeting (WUM) request spreadsheet. There are currently 255 requests. We will continue to send the packages out to FLS's and PHV's.
- AMI Q&A's were responded to by Agency Principals and the document was posted on external website on July 14.
- Eric Rhoads, Regional Public Health Trainer from Raleigh, NC conducted the PHIS webinar/walkthrough for industry representatives on July 14. Over 120 attendees were on the phone and several were in person. The slides that were used by Eric will be posted to the external site the week of July 18.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
July 15, 2011

The agency issued two press releases this week. On Thursday, July 7, 2011, “**USDA Issues Instructions to Reduce Allergen and Other Ingredient-Related Recalls**” was issued to coincide with an FSIS Notice to the field because of a rise in recalls due to the presence of undeclared allergens or other ingredients. The agency has overseen 27 recalls (20 for undeclared allergens) for undeclared ingredients in the first six months of 2011; FSIS issued recalls for a total of 32 undeclared allergens in the previous 2 years. On Friday, July 8, 2011, “**USDA Expands Salmonella Initiative Program to Reduce and Eliminate Pathogens**” was issued to draw attention to the program which promises to enhance public health protection by encouraging industry-driven innovation to reduce pathogens in raw meat and poultry products. Both press releases received industry and trade pick-up.

MEDIA

- The agency provided OC with a blog focusing on the food safety “clean” step as part of the Ad Council campaign on Tuesday, July 12, 2011.
- On July 12-13, 2011, FSIS worked with OFS and OC to prepare a statement in response to an inquiry by *USA Today*’s Beth Weise regarding STECs.
- FSIS is working to arrange interviews of Deputy Under Secretary for Food Safety Brian Ronholm and FSIS Administrator Al Almanza regarding the Ad Council food safety campaign during their trip to San Antonio, Texas, as part of speaking engagements at the Southwest Meat Association Annual Convention on July 22, 2011.

Recall Activity

- On 07/05/11, FSIS initiated a Class I recall by Carolina Pride Foods, Inc., a Greenwood, S.C. establishment, of approximately 18,416 pounds of boneless, fully cooked ham products that may have been contaminated with *Listeria monocytogenes*.
- On 07/06/11, FSIS initiated a Class I recall by Warabeya U.S.A., Inc., a Honolulu, Hawaii establishment, of approximately 1,550 pounds of convenience meals that may have been contaminated with *Listeria monocytogenes*.

CONGRESSIONAL ISSUES

- The congressional staff handled six inquiries from Capitol Hill offices, all related to different small constituent casework issues involving FSIS-regulated establishments.

UPCOMING SPEECHES

- **Southwest Meat Association Annual Convention** - July 22, San Antonio, Texas (Ronholm and Almanza)
- **National Turkey Federation Leadership Dinner** - Deputy Under Secretary Ronholm will address on July 25.
- **National Turkey Federation Technical and Regulatory Committee Meeting** – July 26, Washington, DC. Almanza is attending, and may be speaking.

STAKEHOLDER MEETINGS

- **PHIS Training Walk-Through with Industry** – Took place July 14, 1 to 4 p.m.
- **Conference Call with Industry on Donning and Doffing** – July 15 at 10:30 a.m.
- **Meetings with Consumer Groups** – July 26, meeting with OFS at 2 p.m., followed by meeting with MC at 3:30 p.m.
- **Town Hall Meeting** - Will be held at 2 p.m., July 27 and focus on PHIS updates
- **Meetings with Industry Representatives** – Tentatively slated July 28, meeting with OFS at 2 p.m., and at 3:15 p.m., with MC. (Both will need to be rescheduled per OFS)
- **Industry Meeting on Directive 8080.3 with FSIS** - August 3, 1 to 2 p.m.

INITIATIVES

- **Feds Feed Families** – working to publicize for OFS
- **VERA early out program** – coordinating with OM to communicate early out program to employees nearing or at retirement age.
- **Retirement ID Card** – working with OM and continuing to publicize availability of cards to retiring field employees.

Web Communications

- White House held a webcast to talk further identifying unnecessary websites that can be consolidated into other websites to reduce costs and improve the quality of service to the American public. FSIS CIO Janet Stevens is on the [task force](#). To see a full list of domains within the government go to: [Data.gov](#). FSIS has compiled a list, next steps might include discussion with department on what is viable and what isn't as related to reducing websites within USDA.
- Drafted Faces of Food Safety page for our website. Next steps get feedback.
- Contact was made with GovDelivery on outstanding items – social media footer; information sharing widgets. An oversight in the task order was noted and will be corrected.
- Discussion with Ben Murphy regarding need to update content related to the QuickHire system. Ben will facilitate with HRO.
- Food Safety Working Group website. Guidance is needed on getting regular content updates for the site
- Revisions being made to Ask Karen iPhone and iPad app to include a menu so users can select Check Your Steps and Safe Cooking Temps. Once selected the user will get the information on their phone. The information was pulled from FoodSafety.gov and the mobile web pages built for the iPhone and iPad. The pages will reside on the users iPhone or iPad. Where applicable images are incorporated. Also included in the app menu is a link to Food Safety's Youtube Channel.
- AskInsideFSIS - Access to the AskInsideFSIS agents/administrators will take training July 25 - 27, once trained agents will have access to internal interface to answer questions related to PHIS

Web Modernization & Intranet Enhancements

- A no cost modify of DWK contract for the build of the new intranet cannot be done. Build to end mid to end of September.
- Planning for demonstration of new look and feel of intranet for content contributors. Also explain the benefits of the new interface contributors will use to publish content.
- DKW continues to program and rework intranet configuration for InsideFSIS.
- Discussion of prototype for public site using a section to incorporate content management tools, work flow and dynamic updating of said section index page

Web Stats Covering: July 3 – July 9, 2011

www.FSIS.USDA.gov Page Views – 821,039 (or twice each day, over the last 6 days, the number of people viewing pages on our website, filled all 65,050 seats at Heinz football field, 9 times during the last 6 days if you prefer FedEx field) **Visits** – 423,701

YouTube: Cook - 313 (total views = 4,054), Clean – 296 (total views = 2,777), Separate – 255 (total views = 3,029) , Chill – 210 (total views = 2,229), Limpiar – 78 (total views = 407),

(ASL) - What is E. coli? 2.5 = 40 (total views = 4,079), Enfriar – 37 (total views = 153), Separar – 36 (total views = 176), Cocinar – 33 (total views = 168), ¡Déjame Contarte Cómo Papá Se Enfermó! (Let Me Tell You How Dad Got Sick) – 21 (total views = 2,923)

Top 5 Onsite Search Phrases: Chicken, Pork, HACCP, Donning and Doffing, Labeling.

Top 3 Pages:

- 1) Search Results – 39,948 page views
- 2) Freezing and Food Safety – 24,875 page views
- 3) Is It Done Yet? Recommended Internal Temperatures – 24,086 page views

Top 3 Downloads:

- 1) MPI Directory by Establishment Number – 24,430 downloads
- 2) MPI Directory by Establishment Name – 19,983 downloads
- 3) Salmonella Analysis: Collecting Raw Meat and Poultry Product Samples – 14,433 downloads

Top 3 Spanish Pages:

- 1) FSIS Español – 782 page views
- 2) Como Mantener los Alimentos Sanos Durante una Emergencia (How to Keep Food Safe During an Emergency) – 192 page views
- 3) Ahumado de Carnes y Aves (Smoked Meat and Poultry) – 132 page views

Top 3 Spanish Downloads:

- 1) Modelo HACCP General Para El Sacrificio de Aves (HACCP Model for Poultry Slaughter) – 1,467 downloads
- 2) Modelo HACCP General Para Productos Cárnicos y Avícolas Totalmente Cocidos, Perecederos (HACCP Model for Meat and Poultry Products Fully Cooked, perishable) – 1,310 downloads

Modelo HACCP General Para Productos Cárnicos y Avícolas Perecederos, Tratados Térmicamente, Cocinados Parcialmente (HACCP Model for Perishable Meat and Poultry Products, Heat Treated, Partially Cooked) – 951 downloads

PHIS

- Expecting final comments for PHIS “Issues Process” document by Friday (today).
- Continue to post PHIS Q & As on AskinsideFSIS and publicize in News & Notes. Received 3 more from Dawn this week to be reviewed and posted within the upcoming weeks.
- Received the PowerPoint presentations for the Industry meeting walk through on July 14. Presentation is being reviewed by OPACE and PHIS business leads. Ndidi is setting up the webinar.

- The industry questions were addressed by Scott in OPPD. They are in clearance with Dr. Engeljohn. Will be finalized by July 12 and posted to the web on July 13. They will also be discussed at the July 14 walk through.
- The draft PHIS Communication plan is with Linda for review.
- The Administrator's Blog will go in to clearance next week, with a posting date goal of July 18.
- WUM materials are being compiled into mailout packets and will start getting sent out next week. We have received over 250 requests so far.
- PHIS town hall scheduled for July 27. Announced this week in News & Notes.
- Expect to officially launch the new PHIS Issues Management Response Team, T3 Group and AskInsideFSIS on July 18. Will be publicized with user notice, Admin blog, Wednesday Newsline and News & Notes.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
November 11, 2011

EXPECTED MEDIA

- Dr. Dan Engeljohn interviewed with National Public Radio reporter Nancy Shute about the use of food thermometers. The reporter read a statistic that fewer than 20% of Americans use food thermometers, and she says she wanted to know more about the relationship between pathogens and temperatures and their proper use. An article is forthcoming.
- (b) (5)

CONGRESSIONAL ISSUES

- The FY2012 Agriculture Appropriations bill is in conference between the House and the Senate. There have been some reports that the parties have come to an agreement and a final conference report will be considered by the House and the Senate early next week. The congressional staff continues to monitor the situation.
- The congressional staff has received several Capitol Hill inquiries on behalf of constituents with labeling concerns.

STAKEHOLDER MEETINGS

- **Sodium Intake Public Meeting** – November 10; the Center for Nutrition Policy & Promotion is USDA lead, with FSIS providing support. The meeting was held at FDA's White Oak Campus.
- **PHIS town hall** meeting now tentatively scheduled for November 30.
- **STEC public meeting** by teleconference is planned before December 21.
- **Interagency Food Safety Analytics Committee (IFSAC) Public Meeting** – January 31; location TBD. FSIS taking the lead on this joint meeting with FDA and CDC.

UPCOMING SPEECHES

- **American Indian Science and Engineering Society's Government Relations Council** – Almanza spoke at the MOU signing ceremony on November 10 in Minneapolis, MN.
- **Minnesota Agri-Growth Council Annual Meeting** – Ronholm will speak on November 16 in Minneapolis, MN.

BLOGS

- A blog post detailing a recent visit by Administrator Almanza to a 7th grade class in New Orleans to discuss the agency's consumer education efforts is in clearance.
- An op-ed written for Secretary Vilsack on our food safety accomplishments and priorities is in clearance.

WEB SERVICES UPDATE

- New InsideFSIS Intranet successfully launched over the weekend and a big hat-tip and thanks to Melinda Hamilton, Stephanie Fuller, John Nelson and Nichele Derrickson for all of the hard work that went into making the project a success.

PHIS COMMUNICATIONS

- CPAO drafted a PHIS user notice announcing circuit implementation, which was sent out to employees on Monday, Nov. 7.
- A PHIS town hall meeting is being planned for Wednesday, Nov. 30.
- CPAO is working with industry representatives in preparation for an industry pilot launch of PHIS.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
November 18, 2011

EXPECTED MEDIA

- FSIS is continuing to work with Dow Jones Newswire reporter Bill Tomson regarding dioxin levels in meat, poultry and eggs.

CONGRESSIONAL ISSUES

- The President signed the FY 2012 Agriculture Appropriations bill as a part of a so-called “mini-bus” appropriations funding the agency for the rest of the fiscal year.
- This week, CPAO received calls from the offices of Sen. Casey (D-PA) and Rep. Dent (R-PA) on behalf of a turkey slaughter company in PA regarding the Agency’s denial of their request for extended hours of operation. After consulting with FSIS’ Office of Field Operations, CPAO worked with USDA’s OCR to provide an appropriate response to each office.
- On Monday, CPAO received an inquiry from the office of Rep. Wolf (R-VA), on behalf of a constituent, regarding the custom slaughter of deer. After consulting with an agency expert, CPAO provided the office with the appropriate information.
- Representatives from FSIS’ Office of the Administrator and Congressional and Public Affairs Office, and USDA’s Office of Congressional Relations, met with Wyoming State Representative Sue Wallis on Thursday regarding horse slaughter and the removal of the ante mortem inspection ban from appropriations language in the latest conference report.

STAKEHOLDER MEETINGS

- **November 21** – Safe Food Coalition meeting with OFS, 2 p.m. A meeting with the group and OA will follow at 3:15 p.m.
- **November 28** – Industry representative meeting with OFS, 2 p.m. A meeting with the group and OA will follow at 3:15 p.m.
- **November 29** – Dr. Hagen to address Food and Water Watch during a staff lunch at 3 p.m., in Washington, DC.
- **November 30** – All-employee PHIS Town Hall Meeting, 2-3 p.m. Al Almanza and Bill Smith will lead this meeting.
- **December 1** – Public meeting (teleconference) to announce implementation plans and methods for controlling non-O157 STECs in beef, lead by Dr. Dan Engeljohn.
- **December 5** – Dr. Hagen to deliver keynote address during the Codex Committee on Food Hygiene Meeting, 10 a.m., Miami, Fla.
- **January 31** – **Interagency Food Safety Analytics Committee Public Meeting**, location TBD. FSIS is taking the lead on this joint meeting with FDA and CDC.

UPCOMING SPEECHES

- **November 29** – Hagen to address Safe Food Coalition/Food and Water Watch staff lunch.
- **December 2** – Hagen to deliver keynote address during the Codex Committee on Food Hygiene Meeting, 10 a.m., Miami, Fla.

BLOGS

- A blog post detailing a recent visit by Administrator Almanza to a 7th grade class in New Orleans to discuss the agency's consumer education efforts is in clearance.
- An op-ed written for Secretary Vilsack on our food safety accomplishments and priorities is in clearance.

WEB SERVICES UPDATE

- Fixes and glitches continue to be corrected on the new InsideFSIS web site. Training manuals are being finalized and training for contributors is expected to begin next week and then resume post Thanksgiving holiday.
- Mobile Gov Community of Practice "Sounding Board" meeting was held to discuss how best to bring new agencies into the fold. Specifically, how to reach out to agencies who may not know where to start with a mobile program within their agency.
- The department has issued guidelines on how all agencies are to implement Google Analytics. Every agency or office profile will be established via the USDA account by January 1, 2012 to ensure collecting and providing a complete annual report of all USDA.gov and agency web traffic. Google Analytics will require that code snippets be inserted on our public facing webpages.

November 6 – 12, 2011

Page Views – 1,153,567 Visits – 581,741

Top 5 Pages:

- 1) Search Results – 45,141 page views
- 2) Let's Talk Turkey – 30,649 page views
- 3) Freezing and Food Safety – 30,142 page views
- 4) Is It Done Yet? Recommended Internal Temperatures – 29,762 page views
- 5) Ground Beef and Food Safety – 14,314 page views

Top 5 Downloads:

- 1) MPI Directory by Establishment Number – 39,545 downloads
- 2) Kitchen Companion: Your Food Safe Handbook – 25,586 downloads
- 3) MPI Directory by Establishment Name – 21,811 downloads
- 4) Salmonella Analysis – 13,662 downloads
- 5) Labeling Requirements Guide – 10,766 downloads

Top 5 Onsite Search Phrases:

- 1) Chicken – 172 visits
- 2) Turkey – 123 visits
- 3) Labeling – 111 visits
- 4) Salmonella – 110 visits
- 5) Pork – 107 visits

PHIS COMMUNICATIONS

- CPAO user notice announcing the circuits that began using PHIS this week issued Monday.
- A town hall meeting is scheduled for Nov. 30th to provide employees with an update on PHIS.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
November 25, 2011

EXPECTED MEDIA

- FSIS managed one media inquiry on Wednesday regarding controversial reports that the Butterball Company processes halal turkeys, which is not noted on the label. FSIS distributed the following statement: “FSIS is primarily responsible for ensuring meat and poultry is safe and wholesome. Consumers with questions about how their turkeys were processed should call the company that produced their turkey.”

CONGRESSIONAL ISSUES

- The Senate committee report accompanying FY 2012 agriculture appropriations bill, which became public law late last week, includes the one congressional report required on this cycle, which is regarding humane handling activities. The congressional staff is developing a response.

STAKEHOLDER MEETINGS

* There will be no industry and consumer meetings for the month of December.

- **November 28** – Industry representative meeting with OFS, 2 p.m. A meeting with the group and OA will follow at 3:15 p.m.
- **November 30** – All-employee PHIS Town Hall Meeting, 2-3 p.m. Al Almanza and Bill Smith will lead this meeting.
- **December 1** – Public meeting via teleconference on non-STECs in beef products, along with an extension of the comment period to December 21. Dr. Dan Engeljohn will lead this meeting.
- **January 31** – **Interagency Food Safety Analytics Committee Public Meeting**, location TBD. FSIS is taking the lead on this joint meeting with FDA and CDC.

UPCOMING SPEECHES

- **November 29** – Hagen addresses Food & Water Watch staff lunch in Washington, DC.
- **December 5** – Hagen delivers keynote address to Codex Committee on Food Hygiene Meeting, in Miami, Fla. She will also tour plants and an import house in Miami.

BLOGS

- A blog post detailing a recent visit by Administrator Almanza to a 7th grade class in New Orleans to discuss the agency’s consumer education efforts is in clearance.
- An op-ed written for Secretary Vilsack on food safety accomplishments is in clearance.

WEB SERVICES UPDATE

- OPACE received the go ahead to consolidate the food safety working group web site information with foodsafety.gov by the White House. WSS will work with Foodsafety.gov on the transfer.
- MobileGov has included Mobile Ask Karen in their Thanksgiving blog post.
<http://blog.citizen.apps.gov/howtomobile/>

PHIS COMMUNICATIONS

- CPAO is working with industry representatives to prepare for an upcoming industry pilot of PHIS.
- A town hall meeting has been scheduled for Nov. 30th to provide employees with an update on PHIS. Talking points have been drafted for Al and are currently in clearance.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
November 4, 2011

WEB SERVICES UPDATE

On the evening of Nov. 4 FSIS Web Services will begin migrating InsideFSIS to the new look and feel of the Agency's Intranet, with a new design and the same great content in a new layout. Behind the scenes, the content management system will now allow content contributors to make new pages on the fly and provide "what you see is what you get" editing capability. These are some exciting changes that should allow the agency to be more efficient in providing content to our employees. Staff has been working very hard on load testing the server, gathering content, and working to make sure the new intranet is as good as it can be. They will be working over the weekend to execute the switch-over.

All efforts to avoid disruption will be made but as with most deployments, we do anticipate brief outages throughout the weekend. We will make every effort to minimize these disruptions to areas and services used by FSIS employees within the intranet. We will make a determination on Sunday on the status of the implementation. In the unlikely event we need to revert back to the old InsideFSIS site, we will implement our rollback plan then and inform employees at that time.

EXPECTED MEDIA

- We will issue a news release next week including tips on how to prepare a safe and delicious Thanksgiving turkey (*Anticipated distribution date: 11/08/2011*)
- Also for the Thanksgiving season, we will issue the following blogs:
 1. Buying and Cooking for Thanksgiving (Week of 11/07/2011)
 2. Cooking for Thanksgiving (Week of 11/14/2011)
 3. Thanksgiving Leftovers (Week of 11/21/2011)
- We also will issue a blog when FSIS publishes the final rule on classes of poultry titled: "Who Are You Calling Chicken? Poultry Outgrows Its Nicknames"
- Monday, a News Release for the Codex Alimentarius Commission on Food Hygiene will issue.

CONGRESSIONAL ISSUES

- This week, the Senate passed the Agriculture Appropriations bill for FY 2012, and the conference committee with the House will be convening to work out legislative differences. While the Senate proposes the same level of funding for FSIS as was provided in FY11 (\$1.007 billion), the House measure provides a decrease of \$35 million from FY11 spending.
- On Tuesday, the congressional staff received an inquiry from a staff member with Sen. Shaheen (D-NH) regarding the status of a suspension at a federally-inspected establishment in the state for a humane handling violation. After consulting with the Office of Field Operations, CPAO was able to provide an update to the Senator's office on Nov. 2nd. The agency held the suspension in abeyance at the establishment (b) (4) and the plant is currently up and running.

UPCOMING SPEECHES

- **Pre-Harvest Public Meeting** – Dr. Hagen will speak on November 9 in Riverdale, Md.

BLOGS

- An Administrator's blog on CFC due next week.
- An Administrator's blog on his recent trip to a school in Louisiana is being drafted.

STAKEHOLDER MEETINGS

- **Microbial Risk Assessment Public Meeting** – November 7; location TBD.
- **Pre-Harvest Public Meeting** – November 9, 8:30 a.m. to 5 p.m., at the Oklahoma City Memorial Conference Center in Riverdale, Md. To be jointly held with APHIS and ARS. FSIS to provide information packets, two people to take notes, transcription services for the large discussion and offer technical support.
- **Sodium Intake Public Meeting** – November 10; the Center for Nutrition Policy and Promotion is taking the lead for USDA, with FSIS providing support. The meeting will be held at FDA's White Oak Campus in Silver Spring, Md.
- **Interagency Food Safety Analytics Committee (IFSAC) Public Meeting** – January 31; location TBD. FSIS taking the lead on this joint meeting with FDA and CDC.

PHIS COMMUNICATIONS

- PHIS article giving an update on recent improvements published in News & Notes on Nov. 4.
- PHIS user notice announcing circuit implementation is scheduled to go out on Monday, Nov. 7.
- A PHIS town hall meeting is being planned for Nov. 15.

CONGRESSIONAL AND PUBLIC AFFAIRS
WEEKLY ACTIVITY REPORT
October 14, 2011

EXPECTED MEDIA

- FSIS is managing an inquiry from a CNN reporter who is interested in arranging an interview to discuss food safety inspections, and we are exploring with FDA a possible joint interview. If that doesn't come through, we will provide background information
- A reporter for the NBC affiliate in Indianapolis is inquiring about a brochure developed by the Federal Motor Carrier Safety Administration and FSIS dealing with unsanitary transportation of food in non-refrigerated trucks. (b) (5)
[REDACTED]. FSIS developed a response.

CONGRESSIONAL ISSUES

- The congressional staff is providing **Rep. Gonzalez's (D-TX)** office, at their request, regular updates regarding a company in the congressional district whose product was condemned from a particular day of production because it was produced without the benefit of inspection. The product did not leave the establishment, and thus a recall was not necessary. (b) (5)
[REDACTED]
- The congressional staff has developed talking points to have, should they become necessary, when the US Supreme Court considers on Nov. 9th a California law regarding downed animals.

STAKEHOLDER MEETINGS

- **Monthly Meeting with Industry Representatives** – October 17, meeting with OFS at 2 p.m., followed by OA at 3:15 p.m.
- **Monthly Meeting with Consumer Groups** – Tentatively scheduled for October 25, meeting with OFS at 2 p.m., followed by OA at 3:15 p.m.
- **Pre-Harvest Public Meeting** – November 9, 8:30 a.m. to 5 p.m., at the Oklahoma City Memorial Conference Center in Riverdale, Md. To be jointly held with APHIS and ARS. FSIS to provide two people to take notes and technical support.
- **Approach to Reducing Sodium Public Meeting** – November 10, 9 a.m. to 5:30 p.m., FDA's White Oak Campus, Silver Spring, Md. This joint meeting is being sponsored by FDA, USDA (FSIS, CNPP, ARS) and CDC.

UPCOMING SPEECHES

- **Grocery Manufacturers Association's Regulatory Inspection and Compliance Committee --** Under Secretary Hagen will speak on October 18 in Washington, D.C.
- **Food Marketing Institute** – Almanza will speak on October 18 in Washington, D.C.
- **Association of State and Territorial Health Officials Annual Meeting** – Under Secretary Hagen will speak at a plenary session on food safety on October 19, in Portland, Ore.
- **American Agricultural Law Asso.** – Dr. Goldman will speak on October 21 in Austin, Texas.
- **National Archives "What's Cooking, Uncle Sam?"** – Phil Derfler will participate in a panel discussion on October 27.